

REYNANDA ARYA PUTRA

Business Analyst | Promo Strategy & Campaign Analytics

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Computer Science graduate with hands on experience as a business analyst, turning customer data into promo strategies. At Komunal, drove IDR 60B+ in deposit funding and cut reporting time by 70% through workflow automation.

PROFESSIONAL EXPERIENCE

Komunal Indonesia - Analyst Business & Promo Intern

Mar 2026 – Sept 2026

Jakarta, Indonesia

- Owned end to end promo strategy and budget allocation across RM, CH, and Retail channels, using funding and campaign performance data to design and execute initiatives that generated Rp60B+ in total deposit funding.
- Manage the New User Funding (NUF) promo, generating Rp3B in funding with 89 redeems (Jul–Aug 2026), earlier reversed a three month NUF decline via the Poin Master campaign, delivering 143 NUF in April 2026 (+52% MoM).
- Designed the outbound Customer Happiness (CH) and Cancel Break promo journey for retail depositors, preparing customer data and mapping the end to end journey, generated Rp1B in funding from 17 redeems within the first month.
- Designed the BPR Spekta scheme, generating Rp170M in revenue for Komunal.
- Built and maintained Metabase dashboards tracking RM performance and promo redemption, enabling weekly stakeholder reporting without manual data pulls.

Griity - KOL Specialist Intern

Apr 2025 - Oct 2025

Jakarta, Indonesia

- Managed end to end influencer and affiliate campaigns involving 100+ affiliates and 400+ KOLs, coordinating briefs and delivery for 1,000+ pieces of campaign content.
- Developed a Python-based WhatsApp follow up automation tool, reducing daily manual follow-up time from 30 to 10 minutes (67%).
- Built a Looker Studio performance dashboard integrated with Google Sheets, replacing manual multi source reporting and standardizing monthly performance tracking.
- Analyzed KOL performance to identify high-potential creators and supported a creator partnership that generated 3.3M TikTok views.

EDUCATION

Universitas Negeri Jakarta

Aug 2022 - Jul 2026

Bachelor's Degree in Computer Science | GPA: 3.55/4.00

SELECTED PROJECTS

End-to-End Bank Customer Churn Prediction & Analytics ([Live App](#) | [GitHub](#))

Jan 2026

- Built an end-to-end churn analytics application combining exploratory analysis, a Random Forest classifier, and a Streamlit interface for real-time customer risk prediction.
- Created Tableau visualizations and identified complaint handling as the primary churn driver, translating model findings into actionable retention insights.

Retail Web Based Recruitment System Agency XYZ

Jan – Mar 2025

- Elicited requirements from three user roles (owner, HR, job seeker) to replace a fragmented hiring process previously scattered across WhatsApp, email, and Google Forms designed role based access and admin CRM modules.
- Delivered across 8 one week Scrum sprints led User Acceptance Testing with 15 respondents across 5 usability dimensions 86.84% ("Sangat Layak"), highest score on satisfaction at 90%.

LEADERSHIP & ACHIEVEMENTS

MTM UNJ - Treasurer

2024 - 2025

- Reviewed monthly financial reports from BEM Universitas Negeri Jakarta and oversaw accountability across three executive departments.

LLMP Computer Science - Commission I & Internal Affairs Leadership

2024 -2025

- Led five cadre-development programs benefiting 150+ students and supported secretariat, finance, and public relations functions.
- Speaker, "BURT GOES TO DAERAH" (2024), providing financial management guidance to 40+ university legislative members.

SKILLS

Analytics & Programming: Python (Pandas, scikit-learn), Excel, data analysis, SQL, Data Cleaning, Exploratory Data Analyst

BI & Visualization: Power BI, Looker Studio, Tableau, dashboard development

Automation & Engineering: Google Apps Script, workflow automation, Supabase, n8n, Git

Business: Marketing analytics, campaign management, customer segmentation, business analysis, Scrum, data storytelling

CERTIFICATIONS

Associate Data Analyst: LSP TIK Global, Nov 2025 - Nov 2028

LLM-Based Tools and Gemini API Integration for Data Scientists: Hacktiv8 Indonesia, Dec 2025

Professional Digital Marketing Bootcamp: Tempat Belajar, Mar 2026