

I KADEK ARYA DWIPAYANA

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SUMMARY

I am a 6th semester of Informatics student at the Institute of Business and Technology Indonesia with a concentration in Data and Information Management. I have a strong interest in data analytics, data entry, and database, supported by organizational and academic experience. Currently, I am seeking an internship position as a Database Administrator to apply my knowledge, gain real-world experience, and contribute to efficient data-driven solutions.

ACADEMIC ACTIVITIES & EXPERIENCE

Internship – PT. JTB Indonesia

September - December 2025

- Implemented SEO strategies and produced blog copywriting content to improve search visibility, keyword ranking, and online engagement in the tourism sector.
- Performed database administration support including data entry, data validation, and basic data analysis to ensure accuracy and integrity of company records.
- Supported digital marketing initiatives and OTA (Online Travel Agent) platform management to optimize online product listings and market reach
- Conducted tourism product and competitor research to support business strategy.

Team Coordinator – Customer Segmentation Using K-Means Clustering

May 2025

Course of Data Analyst – Faculty of Technology and Informatics

- Led a project analyzing customer segmentation using K-Means on Superstore data from Kaggle.
- Conducted the full KDD process like data preparation, transformation, clustering, and evaluation using Silhouette Score.
- Interpreted results using PCA and proposed actionable business recommendations for each cluster.

Public Relation – DIESTERIA VOL. II

November 2023 - May 2024

- Identified and recorded potential media partners for campus concert event.
- Strengthened external communication and teamwork skills through public engagement efforts.

ORGANIZATION

Badan Eksekutif Mahasiswa - Pemerintahan Mahasiswa INSTIKI | Kabinet Archana

2024 - 2025

Staff of Kementrian Pemberdayaan Sumber Daya Mahasiswa

- Participated in podcast production and digital content creation for organizational outreach.
- Contributed to student development programs through event planning and collaboration.

Badan Eksekutif Mahasiswa - Pemerintahan Mahasiswa INSTIKI | Kabinet Archita

2023 - 2024

Staff of Kementrian Kemahasiswaan

- Collected and conveyed student aspirations to the campus leadership.
- Several initiatives proposed were successfully implemented by the institution.

EDUCATION

Institut Bisnis dan Teknologi Indonesia

2023 - Present

Major in Informatics - Data and Information Management

- 6th Semester | GPA 3.92/4.00

SKILLS

- **Software Skill:** Capcut, Canva, SQL, Google Workspace, Microsoft Office, Google Colab, Python
- **Languages:** Indonesian, English.
- **Soft Skill:** Analytical Thinking, Teamwork, Communication, Adaptability, Problem Solving, Time Management