

Abdullah Alwan Arrasyid

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Professional Summary

A motivated and detail-oriented technology enthusiast specializing in Data Science. Proficient in data analysis, modeling, and database management with a strong commitment to enhancing business decisions through data-driven insights. Possesses practical experience in analyzing digital marketing data to drive significant performance improvements, complemented by foundational skills in web development and SEO. Eager to apply analytical abilities and recently acquired certifications to solve complex problems in a data-focused role.

Skills

- **Data Analysis & Databases:**
 - SQL
 - Python (for Data Science)
 - Database Administration
- **Cloud & Platforms:**
 - Microsoft Azure (Fundamentals)
 - SAP Cloud Analytics
 - Oracle Cloud Infrastructure
- **Data Visualization:**
 - Tableau
 - Power BI
 - Google Looker Studio
- **Web & Digital Marketing:**
 - SEO Best Practices
 - WordPress Web Development
 - Strategic Marketing Analyst

Professional Experience

Strategic Marketing Analyst | PT Aura Bintang Abadi

- Analyze market and customer behavior data to identify strategic growth opportunities.
- Create and monitor marketing KPI dashboards using Google Looker Studio to provide actionable insights.
- Formulate data-driven marketing strategies to optimize customer acquisition and campaign performance.

Mar 2025 - Present

Education

- Vocational High School Diploma in Computer and Network Engineering at SMK Golden Rancabungur (2017 - 2020)
- Bachelor of Data Science at Universitas Terbuka (Indonesia Open University) (2025 - Expected Mar 2029)

Certification

- SAP Cloud Analytics and SAP Build Apps | ASEAN Foundation Data Science Explorer (June 2024)
- Python Fundamentals for Data Science | DQLab (March 2024)
- Predictive Analytics Workshop with Python | Uniathena Global Education (February 2024)
- Python Data Analyst & Science | Digital Skill Area (February 2024)
- Microsoft Azure Data Fundamentals | Talenta AI & Microsoft (February 2024)
- Data Engineer Challenge with SQL | DQLab (January 2024)
- All Excel for Data Analyst | Digital Skill Area (January 2024)
- Oracle Cloud Infrastructure Data Science Professional (July 2025)
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