



M. Arsyad Arroyan

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SUMMARY

Digital Business student at the State University of Jakarta (UNJ) with a strong enthusiasm for digital marketing strategies and creative content development. Possesses practical experience in fast paced customer service (F&B) and organizational social media management. Seeking an opportunity to apply analytical and creative skills in a dynamic business environment.

WORK EXPERIENCE

Waiter — Kopi Nako Kota Wisata

April 2025 - August 2025

- Promoted to Waiter within the first week of employment (initially hired as Cleaning Service), demonstrating rapid adaptability and a strong work ethic.
- Managed service for multiple tables simultaneously in a high volume environment, consistently ensuring order accuracy and high levels of customer satisfaction.
- Developed strong interpersonal communication skills to coordinate effectively with kitchen and bar staff, ensuring smooth and efficient service operations.

ORGANIZATIONAL EXPERIENCE

Band Member — SMA Negeri 2 Gunungputri

(2022 – 2024)

- Produced and edited multiple documentary videos and promotional designs for school events using (Canva, Capicut, Wink), contributing to increased student participation.
- Managed the organization's social media accounts and collaborated in event planning and execution, strengthening teamwork and creativity skills.

Member — KOLab Community

(2025 – Present)

- Actively engages in digital content creation and social media management for community based projects.
- Collaborates with members from diverse backgrounds on self development workshops and creative project implementation.

EDUCATION

State University of Jakarta (UNJ)

Ongoing (2025 – Present)

Bachelor's Degree in Digital Business

- Focused on digital entrepreneurship, innovation, and business technology. Actively learning about e-commerce, data analytics, and digital marketing strategies.
- Currently developing skills in business technology, entrepreneurship, and digital strategy through coursework and collaborative projects.

SMA Negeri 2 Gunungputri

(2022 – 2025)

High School Student - Social Sciences Major

- Focused on social sciences and economics. Actively involved in school organizations and creative projects such as the school band and social media content creation.

SKILLS

- Microsoft Word, Excel, PowerPoint
- Leadership and teamwork
- Basic accounting and economics
- Content creation and editing
- Fluent in Bahasa Indonesia and Javanese, basic Japanese