

# Amadeus Alfons Wijaya

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I am an active student majoring in Digital Business Innovation at Binus University. I have a passion in the art of innovation, entrepreneurship, and I like to learn new things. I am passionate and driven to create innovative solutions and create a substantial impact.

## EDUCATION

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|--|--------------|
| <b>Digital Business Innovation in Binus Business School Faculty Binus University</b> | 2022-Present |
| ● 3.93/4.00 (112 credits)  |              |
| <b>High School Diploma – (Tritunggal Christian School)</b>                           | 2019-2022    |
| ● Highest Academic Scorer in Science Stream  |              |

## ORGANIZATIONAL EXPERIENCES

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| <b>Head of Relations, Himpunan Mahasiswa Entrepreneur Binus University</b>  | 2024 – 2025 |
| ● Gained 40% more media partners than the previous year   |             |
| ● Held 5 successful events, increasing exposure and public visibility by attracting 2500+ participants  |             |
| ● Collaborated with cross-functional teams to streamline communication, improve experience, and ensure seamless program execution, achieving high participant satisfaction rates.         |             |
| ● Managed and nurtured collaborations with external partners, including universities, companies, and organizations, to expand program reach and create mutually beneficial opportunities. |             |
| <b>Head of Business Development, Himpunan Mahasiswa Entrepreneur Binus University</b>   | 2023 – 2024 |
| ● Secured funding to sustain operations and drive business growth.  |             |
| ● Forged partnerships to expand reach and strengthen financial stability.   |             |
| ● Increased revenue by 40% through strategic deals and program expansion.   |             |
| ● Sold 100+ merchandise to support fundraising and organizational sustainability.   |             |

## HONORS & AWARDS

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- **2nd Place of National Business Competition SEMNAS x CREATION 2024**  
Business Plan and Pitching Competition
- **2nd Place of International Community Development Program, Binus International 2024**  
Offering problem-solving strategies, especially in digitalization and business development to local SMEs in Labuan Bajo
- **Best Presenter at the Economics Innovation on Scientific Competition 2023, Universitas Negeri Surabaya 2023**
- **3rd Place of National Creative Entrepreneurship, Universitas Parahyangan 2022**  
Business Plan and Pitching Competition
- **Global Youth Forum Excellence Award, Global Vision Christian School 2021**

## SKILLS

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- **Market Research & Competitive Analysis** – Conducting industry research, consumer insights, and competitor benchmarking to develop data-driven marketing strategies.
- **Strategic Marketing & Business Growth** – Creating go-to-market strategies, customer segmentation, and value proposition development for clients.
- **Presentation & Communication** – Delivering compelling presentations, executive reports, and strategic recommendations to clients.
- **Requirement Gathering** – Eliciting, documenting, and analyzing business needs to ensure clear, actionable system requirements.
- **UX & Customer Experience Strategy** – Applying user research, wireframing, and customer journey mapping to enhance digital engagement.
- **Data Modelling, Analysis & Visualization** – Using SQL and data visualization tools (Power BI, Tableau) to extract insights and drive business decisions.