

DAVID JONATHAN SIMANJUNTAK

Computer Science Student | Content Creator | Exchange Participant | Student Ambassador

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SUMMARY

I am David Jonathan Simanjuntak, an undergraduate student in the Computer Science Study Program and also a Leadership, IT, and Marketing enthusiast who has a high interest and aspiration in the field of Customer Experience, Data Visualization, Graphic Design, and also Project Management that helps to succeed and optimize the operational flow of a particular company or organization. In addition, I also like to participate in Community Organizational Activities or Volunteer which aims for self-development, social contribution, and leadership training. I have a positive outlook on life and a solid ability to adapt and build a collaborative atmosphere, by prioritizing discipline, honesty, responsibility and can work quickly and precisely under pressure.

EDUCATION

University of North Sumatera — Medan
Computer Science — 2024

INTERNSHIP EXPERIENCE

Mari Photo Studio — Medan
Internship — 2022

Key Responsibilities

- Helped prepare photoshoot sessions, including setting up lighting, backdrops, and making sure all equipment was ready.
- Edited and retouched photos using basic editing software so the results matched what clients wanted.
- Supported daily studio work by managing shooting schedules, organizing digital photo files, and greeting clients who came to the studio

Kementerian Keuangan Republik Indonesia Kanwil DJKN Sumatera Utara) — Medan
Internship (General Affairs Section, Human Resources Division) — 2026

Key Responsibilities

- Assisted in managing and validating organizational data to ensure accuracy and integrity.
- Developed and improved internal dashboards for effective data visualization.
- Collected, processed, and analyzed data to support strategic decision-making.
- Designed simple and user-friendly interfaces for internal applications.
- Prepared comprehensive reports and detailed project documentation.
- Collaborated with supervisors and team members on digital transformation projects.
- Applied problem-solving and analytical skills to streamline and improve work processes.
- Supported daily administrative and operational activities to ensure smooth workflow.

AIESEC EXPERIENCE

Probation of AIESEC in USU 2025 Medan
Probies Customer Experience and Quality Assurance of Outgoing Global Volunteer 2025
Key Responsibilities

- Identified and listed Exchange Participants Potential for Global Volunteer programs.
- Supported Exchange Participant induction,
- Contributed to physical marketing activities at Car Free Day
- Helped promote Impact Circle 10.0, Global Volunteer, and Voluntopia 3.0 to targeted audiences.
- Actively participated in AIESEC showcase activities at USU Youth Expo
- Contributed touchpoints with International Relations partners.

Member of AIESEC in Universitas Sumatera Utara 2026 Medan
Team Leader of Customer Experience of Engagement with AIESEC 2026 - 2027
Key Responsibilities

- Responsible for managing and enhancing the participant journey to ensure satisfaction at every stage of the funnel, from lead until program completion.
- TL CX ensures efficient use of funnel tools and recruitment processes while implementing the LEADs strategy so that qualified leads from EwA can be converted into ELD.

Global Village 4.0 AIESEC in USU Medan
Organizing Committee Vice President (OCVP) Program 2026
Key Responsibilities

- Directed end-to-end event strategy, achieving a 112.3% overall KPI success rate.
- Led program ideation, creating main theme and 5 backup agendas.
- Conducted market research for 90+ prospects, securing speakers, MCs, and talents, while maintaining exchange participant performance standards.
- Led country booth exploration and managed high-level stakeholder relations, including official audiences with the Consulate of Malaysia and the Consulate of the People's Republic of China in Medan.
- Promoted Global Village and introduced AIESEC in USU as a guest speaker on TVRI podcast.
- Oversaw stakeholder administration, ensuring 100% completion of ToR, MoM, and LoA documents, and achieved a 10/10 NPS from speakers/talents.

OTHER ORGANIZATION EXPERIENCE

PKKMB Fasilkom-TI 2025 Medan
Staff of Publication Documentation Design 2025
Key Responsibilities

- Designed promotional materials (posters, social media feeds, banners, video content) aligned with the event's brand guidelines.
- Documented the event through photos and videos for archiving and social media reporting.

Liga Basket USU 2025 Medan
Staff of Publication Documentation Design 2025
Key Responsibilities

- Created promotional materials (posters, social media feeds, banners, video content) that followed the event's visual identity.
- Captured and managed photo/video documentation of matches for social media content and post-event reports.

USU Youth Expo 2025 Medan

Organizing Committee Program 2025

Key Responsibilities

- Coordinated technical and logistical needs for the expo from preparation stage until event day.
- Collaborated with other divisions to ensure the program ran according to the rundown and achieved participant targets.

BEM USU 2025 Medan

Staff of Design Komunikasi Visual 2025-2026

Key Responsibilities

- Produced visual communication materials (posters, infographics, presentations) to support BEM USU programs.
- Adapted design concepts to clearly convey campaign messages and engage the student audience.

Computer Science Christmas Event 2025 Medan

Organizing Committee 2025

Key Responsibilities

- Coordinated and curated performances from all Computer Science cohorts to ensure a coherent event flow.
- Ensured the event rundown was finalized and followed correctly before and during the event execution.

Porseni (Pekan Olahraga dan Seni) XVIII Ilmu Komputer Medan

Organizing Committee Vice President of Public Relation 2026

Key Responsibilities

- Led and coordinated the Public Relations team to manage external communications and partnerships for a university-scale sports and arts event.
- Established and maintained relationships with sponsors, media partners, and external stakeholders to support event execution.

VOLUNTEER EXPERIENCE

National Tree Planting Initiative - Rakernas XVIII APEKSI Medan

(Asosiasi Pemerintah Kota Seluruh Indonesia) 2026

Volunteer Coordinator

Key Responsibilities

- Assisted in the successful execution of a national tree-planting initiative for the Rakernas XVIII APEKSI 2026.
- Coordinated and facilitated the involvement of 88 mayors and government delegates from across Indonesia during the environmental event.

AMBASSADOR EXPERIENCE

SPARK Student Ambassador by Shopee Pay Medan

Student Ambassador 2026-2027

Key Responsibilities

- Promoted ShopeePay services and campaigns through creative content creation on social media platforms to increase brand awareness among students.
- Facilitated user acquisition by educating peers on the benefits of ShopeePay and assisting with the registration process.
- Collaborated with local merchants and campus organizations to drive ShopeePay adoption and organize campus-based activation events.

Google Student Ambassador Batch 2 2026 Medan

Student Ambassador 2026-2027

Key Responsibilites

- Acted as the primary liaison between Google and university students to promote Google's educational programs, developer tools, and community initiatives.
- Organized and facilitated campus events, tech workshops, and seminars to enhance students' digital literacy and technical skills.
- Collaborated with fellow ambassadors and campus organizations to build a strong, tech-savvy student community and drive engagement with Google platforms.

TribunX Youth Ambassador Batch 2 2026 Medan

Youth Ambassador 2026-2027

Key Responsibilities

- Promoted the TribunX digital application and campaigns to the youth demographic through creative and engaging social media content.
- Engaged with the local student community to increase brand awareness, drive app downloads, and foster active user participation.
- Supported and participated in various offline and online activations, media events, and workshops organized by Tribun Network.