

ZEFANYA WILLIAMS

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SUMMARY

Digital Business student with hands-on field experience in microfinancing operations, partner/customer acquisition, and end-to-end e-commerce, alongside a strong content production background for business and mass-communication needs. 1st place winner of the International FinTech Hackathon (Universiti Teknologi Petronas, Malaysia), where I built a fintech product from scratch with an international team. Comfortable owning a process from planning through execution, coordinating across multiple stakeholders, and turning business needs into materials field teams can use right away. Looking for a Business Development or Project Intern role to contribute to partner growth and measurable process improvement.

EXPERIENCE

FIFGROUP — Microfinancing Task Force 365 Intern | Jakarta, Indonesia | February – July 2026

- Monitored HO-assigned task force field execution across 12 head-office units (Marketing & Operations) and 26 field personnel, covering fund collection and handling of overdue-payment customers, through CO-CO (Collection In & Collection Out) Gap Analysis and customer Tier Analysis — comparing monthly targets (MTB) against actual achievement (ACH) and turning gap findings into action plans with the team.
- Built 5 dynamic Excel-based dashboards, including a Goal Dashboard, to monitor targets, achievement, and achievement rate in real time — supporting the company's PDCA (Plan-Do-Check-Action) cycle across officer assignment, field reports, financial reports, and KPI activity summaries, and replacing the previous manual recap process.
- Developed automation tools for the recap and reimbursement process (incl. photo/PDF-to-data conversion), reducing manual intervention in routine administrative workflows.
- Prepared partnership presentation materials (incl. with Property Hack) and produced 4 marketing posters and 3 videos used across branches — one video reached all 248 official branch offices, watched by 13,801 employees nationwide — and presented Task Force 365 performance evaluation results to the field supervisor.

Cakralabs (Gegaiaan) — Partner, E-Commerce Operations | Indonesia | 2025 – Present

- Managed end-to-end operations — production, inventory, shipping, and quality control — achieving a 100% profit return on initial capital while selling 42+ units.
- Designed go-to-market and promotional strategies that contributed to higher online sales.
- Produced 11 feed and 10 video catalog content pieces and developed the brand's visual identity for marketing needs.

Sales Property — PT Sentul City | Sentul City, Indonesia | 2025

- Produced 11 property promotion content pieces (video, script, content plan) that contributed to higher engagement.
- Followed up directly with prospective buyers interested in property units.

Campus Ambassador — Cyber University | South Jakarta, Indonesia | 2023 – Present

- Grew campus engagement year-over-year since first joining in 2023, delivering in-person presentations and promotions to prospective students at vocational and senior high schools.
- Staffed the campus booth at education fairs/expos and volunteered 18 times at major events, answering questions from prospective students and parents directly.
- Produced 18 promotional content pieces (video/feed) designed specifically to attract prospective students, and documented various campus events.

Independent Content Creator | TikTok @zefanya.williams | Instagram @zefanya.williams

- Built a TikTok following of 934+ with nearly 99K cumulative likes, with a top-performing video reaching 545.5K views.
- Built an Instagram following of 4,100+ as a reel creator, with a top-performing reel reaching 1.4M views.

Video Editor Intern | Yogyakarta, Indonesia | 2023 – 2024

- Edited educational and storytelling videos for digital learning purposes, following provided direction and scripts.
- Structured the visual flow of content to make it easier for audiences to follow.

Amartha Greentech Consultant — Freelance Data Entry | Lampung, Indonesia | 2023 – 2024

- Processed field survey questionnaire data into structured, high-accuracy Excel datasets.

OTHER EXPERIENCE & ORGANIZATIONS

Vice Committee — DECOMPE (International UI/UX Competition)

- Led Media Marketing & Sponsorship; managed event publicity and built brand partnerships for a national-to-international-scale UI/UX competition.

Student Exchange Participant — UTP Malaysia (FinTech Project)

- Developed a prototype for Maza Finance, a financial literacy platform for Gen Z, with an international student team.

Documentation Lead — Community Service Program (PKM)

- Handled photo/video documentation and activity reporting for a community service program on Pulau Seribu for official reporting.

Media & Information Division — BEM Cyber University

- Managed publicity for campus activities and produced informational materials to support consistent internal-external communication.

Head of Music Club — Cyber University

- Led club activities, coordinated rehearsals and 30+ members, and handled documentation for campus events.

Head of PRP Coding — Cyber University

- Managed production of programming education content (Java Series), including content planning and coordination with the creative team.

Youth Team — Church

- Supported documentation and audio-visual needs for community activities; also served as drummer.

ACHIEVEMENTS

- 1st Place — International FinTech Hackathon, Universiti Teknologi Petronas, Malaysia: built “Maza Finance,” an AI-chatbot-based personal finance app.
- Selected Participant — International Student Exchange & Immersion Program (Malaysia).
- Featured in Cyber University's official press release (PKM-P2MW entrepreneurship program).
- Best Member of the Month and Sponsorship Committee Chair, Cyber University.
- Community service instructor: taught Canva and basic cybersecurity to children at Yayasan Harapan Robbani.

EDUCATION

Cyber University (Universitas Siber Indonesia) | Bachelor of Digital Business | 2023 – Present (in progress, not yet graduated)

CERTIFICATIONS & TRAINING

- Data Science & AI — DQLab (2 certifications)
- Data Science — Green Academy
- Digital Marketing & Content Creator — Mentorbox.id (BNSP-certified)
- Video Editing — VideoLabs
- Intermediate Photography — Darwis Triadi Photography Academy
- Multi Tasking Training — FIFGROUP / Astra

SKILLS

Business: Business Development, Partner Acquisition, Market Analysis, E-Commerce Operations, Sales Strategy, Project Coordination

Technical: Microsoft Excel (Pivot Tables, Dashboards, advanced formulas), Microsoft Office (Word, PowerPoint), Basic Data Science (Python), Tableau, Google Sheets, Data Entry & Analysis

Digital & Creative: Digital Marketing, Meta Business Suite Ads, Social Media Strategy, Video Editing (Premiere, CapCut, Filmora), Photoshop, Canva, Figma

Soft Skills: Communication, Teamwork, Problem Solving, Critical Thinking, Adaptability, Time Management, Leadership, Working Under Pressure

Languages: Indonesian (native), English (professional working proficiency)