KENZIE BELLINDA

081335854397 | bellindakenzie@gmail.com | linkedin.com/in/kenzie-bellinda/ | kenziebellinda.com
Jakarta, Indonesia

SUMMARY

A **Computer Science student**, specializing in **Data Science**, with experience in data analysis, machine learning, and data-driven projects. Interested in transforming data into meaningful insights and enjoys exploring problems through **analytical and structured approaches**. Alongside her academic work, she has gained organizational leadership skills, marketing, and **data-driven decision making,** and cross-regional project coordination experience as **Chief Marketing Officer at BNCC**.

EDUCATION

BINA NUSANTARA UNIVERSITY **2024 – 2028**
Bachelor of Computer Science (Streaming Data Science) *Current GPA : 3.95 / 4.00*

Relevant Coursework:
Data Mining and Visualization, Text Mining, Machine Learning, Deep Learning, AWS Foundation, Database Technology

PROJECTS

Indonesian News Text Classification (*on going)*
Python | NLP | Deep Learning | BERT | Web Scraping | Pandas

- Collected **approximately 5,000 Indonesian news articles** across **five categories**: News, Sport, Hot, Oto, and Travel.
- Developed a **web scraping pipeline** using Requests, BeautifulSoup, and Pandas.
- Cleaned and prepared textual data by handling **incomplete records**, irrelevant webpage content, advertisements, and invalid articles.
- Performed **text preprocessing** and prepared the dataset for deep learning-based text classification.
- Implemented **BERT-based text classification** as part of the project.

Time Series Analysis of Gold Prices Under Geopolitical Uncertainty
Python | ARIMAX | Time Series Analysis | Statistical Modeling

- Analyzed **monthly XAU/USD gold prices** and the **Geopolitical Risk (GPR) Index** from **2005 to 2025**.
- Performed **exploratory data analysis**, **Box-Cox transformation**, **cross-correlation analysis**, and **time series modeling**.
- Developed an **ARIMAX model** incorporating **lagged geopolitical risk** as an exogenous variable.
- Identified the strongest cross-correlation between gold prices and geopolitical risk at a **5-month lag**.
- Evaluated forecasting performance using MAPE and RMSE, achieving **3.24% MAPE** and **99.64 RMSE**.

HiraDraw - Handwritten Character Recognition Web Application
Python | Flask | Paper.js | Machine Learning | Deep Learning | Model Deployment | Hugging Face Spaces

- **Conceptualized and co-developed** HiraDraw, a web-based handwritten character recognition application comparing **three machine learning** and **deep learning models: CNN, KNN, and SVM**.
- Designed and developed the **interactive web interface** using Flask and Paper.js, enabling users to draw handwritten characters directly in the browser and select different recognition models.
- Integrated multiple trained models into a unified **prediction pipeline**, connecting browser-based user input with model inference.
- **Deployed the application on Hugging Face Spaces**, making the multi-model recognition system publicly accessible for interactive use.

S&P 500 Up/Down Predictor
Python | Logistic Regression | Financial Time Series | Machine Learning

- Analyzed historical S&P 500 market data to identify patterns in **daily market movements**.
- Performed **data preprocessing and feature engineering** to extract predictive signals from historical prices.
- Developed a **Logistic Regression classification model** to predict market direction as up or down.
- Evaluated model performance using **classification metrics** to assess its predictive capability.

Obesity Level Prediction
Python | XGBoost | Machine Learning | Classification

- Analyzed health and lifestyle data to identify factors associated with obesity levels.
- Performed **data preprocessing, exploratory data analysis, and feature engineering** to prepare features for classification.
- Developed an **XGBoost classification model** to predict obesity levels based on individual health and lifestyle characteristics.
- Achieved **91% accuracy and 0.90 macro F1-score** across 4,152 test samples.

TECHNICAL SKILLS

- **Programming Languages:** Python, SQL, C/C++, PHP, JavaScript, HTML, CSS
- **Frameworks & Libraries:** Pandas, NumPy, Scikit-learn, PyTorch, Flask, Streamlit, BeautifulSoup
- **Data Science & Machine Learning:** Data Analysis, Data Preprocessing, Machine Learning, Deep Learning, NLP
- **Cloud & Platforms:** AWS (Foundational Knowledge), GitHub, Hugging Face
- **Data Analytics & Productivity Tools:** Microsoft Excel, Google Sheets, Google Workspace, Microsoft PowerPoint, Microsoft Word

CERTIFICATION & AWARD

AWS Academy Graduate - Cloud Architecting **2026**
AWS Academy

Microsoft Certified: Azure AI Fundamentals
Microsoft

SQL (Intermediate)
HackerRank

Dean List 2025 **2025**
Bina Nusantara University

Backend Developer Learning & Training Class
High Distinction · BNCC Malang

Bootcamp Practical AI: Hands-on AI Deployment
HIMTI BINUS University

EXPERIENCE

Chief Marketing Officer
2025 – 2026 | Bina Nusantara Computer Club (BNCC)

- Became the **first All-Region Chief Marketing Officer**, leading marketing and external relations across **four BNCC regions** and overseeing a **80+ member team** across Kemanggisan, Alam Sutra, Bandung, and Malang.
- **Generated IDR 180M+ in revenue** within one year through sponsorships and strategic partnerships.
- Led the execution of **30+ events and initiatives**, including workshops, seminars, community programs, exchanges, and company visits, with the **largest event reaching 4,200+ participants**.
- Established and managed **135+ external partnerships**, including **Samsung Indonesia, BCA, Oracle, NVIDIA, BytePlus, BiznetGio Cloud, and Telkomsel**, spanning corporate, media, and organizational collaborations.
- Developed and implemented a **standardized cross-regional marketing system**, establishing unified workflows, KPI monitoring, reporting, and quality-control processes to improve operational visibility and consistency across regions.
- Built a **centralized performance overview and monitoring system** to track program progress, marketing activities, and social media performance across four regions, enabling more structured, data-driven decision-making.

External Event Organizer Team
2024 – 2025 | Bina Nusantara Computer Club (BNCC)

- Served as **Person-in-Charge (PIC)** for **Techspire**, the first hybrid event held in Malang, coordinating event execution and stakeholder communication for **250+ participants from multiple cities**.
- Secured **Dicoding** as a sponsor and coordinated with speakers from **D-NET** to support the event's technical and professional content.
- Contributed to the planning and execution of a **company visit to Otsuka**, coordinating logistics, communication, and participant arrangements.

LANGUAGES

Indonesian
Native

English
Professional Working Proficiency (CEFR C2.2-Level)

Mandarin Chinese
Basic (HSK 2 - expired)