

# Raffano Rajasa

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Fluent in Bahasa Indonesia (Native) and English (C2 / IELTS 8.0)

## PROFILE

Business Administration graduate (Magna Cum Laude, GPA 3.87) with coursework in information systems and project management, trained in business analytics with strong client-facing communication. Co-founder of a live software product, bridging commercial and technical teams to translate business needs into actionable solutions. Bilingual, analytically driven, and adaptable across data-informed decision-making and cross-functional project work.

## EDUCATION

**Monash University, Indonesia** December 2028 Expected Graduation

*Master of Science in Data Science — Commencing January 2027 intake, expected completion December 2028*

Awarded the Postgraduate Academic Excellence Award (Tier 4 — High Distinction).

**University of Maine at Presque Isle, USA**

March 2026

*Bachelor of Arts in Business Administration — Magna Cum Laude, CGPA 3.87 / 4.00*

Coursework concentrated in Information Systems and Project Management: Management Information Systems, Business Analytics, Data Analysis & Visualization, IT Project Management, Project Risk & Cost Management, Operations Management, Strategic & Professional Communication.

**YMCA of Hong Kong Christian College, Hong Kong**

September 2021

GCE A-Levels — History (A), Business (A)

## EXPERIENCE

**Co-Founder & Product Lead — SkyBro (Personal Project), Jakarta**

2025 – Present

*Pilot-focused mobile application*

- Co-founded and built a software product for the aviation community, owning product direction alongside a technical partner.
- Translated user needs into product requirements and features — sitting between the technical build and the end user to shape the solution around a real problem.

**English Language Tutor — In-Center & Online, Hong Kong**

2021 – 2023

- Delivered structured in-person and one-on-one online lessons across two engagements, with tailored lesson planning and progress tracking for each student.
- Built rapport with diverse clients and explained complex material clearly; one online student was admitted to her target international medicine program at Universitas Indonesia.

**Race Leader & Event Organizer — 24-Hour Race, Hong Kong**

2020

- Hit the event's HKD 10,000 fundraising target by organizing the race end to end — logistics, sponsorship, and volunteer coordination.
- Captained one of the two competing teams while running the event simultaneously, balancing on-the-ground leadership with operational oversight.

## PROJECTS

**Business Analyst Case Study — FitLife Studio No-Show Analysis**

2026

*Data-driven requirements and process redesign*

- Diagnosed, in Excel, a 20.2% class-booking no-show rate across 110,522 real bookings; identified lead time as the primary driver (4.6% same-day vs. 33.0% at 30+ days) and a reminder-timing confound in the existing process.
- Authored a BRD, stakeholder analysis, and an as-is/to-be process redesign; recommendation projected to recover roughly 210 booked spots a month. GitHub: [github.com/Skybroapp/fitlife-no-show-analysis](https://github.com/Skybroapp/fitlife-no-show-analysis)

**Strategic Analysis — Cathay Pacific Group**

2026

*Darden Business Strategy capstone*

- Diagnosed the erosion of Cathay's Hong Kong hub as Greater Bay Area airports (83.6M, 66.5M passengers) overtook HKIA's 61M; recommended redirecting its HK\$150bn fleet investment toward premium/cargo over its loss-making short-haul unit (HK\$996M loss, up from HK\$204M), staged via existing order-book flexibility.

## ADDITIONAL

Progressed through Private Pilot, Commercial Pilot, and Multi-Engine Instrument ratings, plus Airline Transport Pilot theory, Perkasa Flight School (2023) — training that built discipline, precise communication, and composure under pressure.

Final ATPL theory examination — 83.3% average score.

## SKILLS & LANGUAGES

Technical: Data analytics & visualization (Excel), business analysis, requirements gathering, IT project management, product specification, MS Office.

Professional: Client communication, technical explanation for non-technical audiences, presentation, stakeholder coordination, working under pressure.

Languages: English (Fluent, C2 / IELTS 8.0), Bahasa Indonesia (Native), Spanish (Intermediate, B1).

## CERTIFICATIONS

- Google Data Analytics Professional Certificate — Google (2025)
- Google Project Management Professional Certificate — Google (2025)
- Careers in Finance — Corporate Finance Institute (2026)
- Business Analytics Specialization — The Wharton School, University of Pennsylvania (2026)
- Business Strategy Specialization — The Darden School, University of Virginia (2026)

## EXTRACURRICULARS

Hyrox Finisher (2025); Martial Arts — Boxing, BJJ, MMA (3+ years); Rugby (YMCA school team, Hong Kong).