

# NARENDRA EKA CIPTA

Digital Strategist & Engineer | Digital Growth Partner

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## PROFESSIONAL SUMMARY

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Digital Strategist & Engineer with 10+ years working across Banking, Insurance, and Client Services — now focused on building automation systems and AI-powered workflows that actually save time and reduce manual work. At BCA, I developed a scheduling automation system that cut planning time by 50% and added a violation detection layer to catch errors before they cause problems. On the freelance side, I build web solutions, automation pipelines, and AI-assisted design workflows for clients across various industries. I work well with both technical teams and non-technical stakeholders, and I bring strong communication skills from years of direct client-facing work in banking and insurance.

## CORE COMPETENCIES

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- **Digital & Tech:** Tailwind CSS, Frontend Development, UI/UX Design, Automation Code, Automation AI, TradingView Automation, JavaScript, n8n, API Integration, No-Code/Low-Code Automation, Responsive Web Design, Google Analytics, Web3 Testing (Ondo Chain, Solana Testnet), Crypto Analytics, SEO Optimization, Photoshop, Excel, Word, PPT. AI-Augmented
- **Professional Acumen:** Strategic Thinking, Cross-Functional Leadership, Client Relationship Management, Persuasive Communication, Stakeholder Engagement, Continuous Learning, Problem Solving

## PROFESSIONAL EXPERIENCE

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### PT Bank Central Asia Tbk (BCA)

Aug 2022 – Present

Customer Service Officer | Tangerang City, Indonesia

#### > PT Bank BCA Syariah · Concurrent Assignment

Dec 2024 – Present

- Served 100+ customers daily through digital banking applications, consistently maintaining service-level standards and driving high customer satisfaction across both conventional (BCA) and Sharia (BCA Syariah) banking channels.
- Executed end-to-end KYC data input and verification processes, ensuring 100% compliance with regulatory and internal risk frameworks.
- Identified and prevented fraud, phishing, and fake-ID transactions through proactive risk analysis, safeguarding customer assets and protecting institutional reputation.
- Resolved escalated complaints with a calm, solution-first approach — turning frustrated customers into ones who leave satisfied and come back.
- Educated customers on Sharia banking products and Islamic contracts (Wadiah, Mudharabah) as part of the BCA Syariah concurrent assignment, helping them understand their options and make more informed financial decisions.

### PT Prudential Life Assurance

Jan 2021 – Oct 2022

Senior Associate | Jakarta City, Indonesia

- Delivered persuasive B2B and B2C product presentations that converted prospects into long-term policyholders, securing IDR 1 Billion in annual premium revenue.
- Led and coached a team of 3 associates, helping them get up to speed faster and perform better through hands-on mentoring.

- Consistently brought in an average of 2 new qualified clients per month through regular prospecting and relationship-based selling.
- Designed and facilitated internal training sessions on product knowledge, sales techniques, and client objection handling, strengthening team capability.

### **CV Twins Wedding Organizer**

*Jan 2015 – Jun 2020*

*Account Executive | Bekasi, Indonesia*

- Pitched, secured, and managed 5 concurrent client accounts from initial proposal through full event execution, maintaining flawless delivery under tight timelines.
- Achieved A+ client satisfaction rating across all serviced events through proactive expectation management and detail-oriented coordination.
- Initiated and launched a referral marketing program that expanded the client pipeline and reduced acquisition cost via word-of-mouth advocacy.
- Coordinated cross-functional vendors, creative teams, and operations to deliver cohesive, on-budget event experiences.

## **FREELANCE VENTURES & DIGITAL PROJECTS**

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### **Digital Strategist & Engineer**

*2021 – Present*

*Self-Employed | Bekasi, Indonesia*

- Designed and developed responsive websites and high-converting landing pages across E-commerce, portfolio, and Fintech web app verticals using Tailwind CSS and modern web technologies.
- Built Automation Code and AI-driven solutions for clients — cutting down repetitive manual work and making their day-to-day operations run faster and with fewer errors.
- Handled photo editing and graphic design work using AI-powered tools, producing faster turnaround and better quality output for client projects.
- Handled end-to-end business administration including invoicing, quotations, and client communication, ensuring professional client experience and on-time delivery.

### **BCA Automation Project**

*2026 – Present*

*Schedule Automation & Workflow Optimization Consultant*

- Designed and implemented intelligent scheduling automation system for PT Bank Central Asia operations, optimizing shift allocation and workforce planning across multiple banking channels.
- Improved scheduling efficiency by delivering 50% faster schedule creation process and streamlined reporting capabilities, enabling shift planners to generate and distribute schedules in significantly less time while reducing manual data entry errors and enhancing operational accuracy across BCA and BCA Syariah divisions.
- Built an Automation Violation Detector that checks operator-created schedules for conflicts, policy breaches, and compliance issues in real-time — catching problems before they reach the floor.

### **Ondo Finance**

*2023 – 2024*

*Early Beta Tester – Real World Assets (RWA) | Verified Contributor*

- Tested tokenization of Real World Assets, PYUSD integration, Ondo Chain testnet, and ONDO DEX, identifying technical glitches and performance issues.
- Submitted structured feedback that informed product refinement, earning Verified Contributor status within the Ondo ecosystem.

**Tether (Solana Network)**

2021 – 2022

*Testnet Evaluator*

- Evaluated stablecoin transfers on the Solana network, benchmarking transaction speed, gas fees, and wallet integration performance.
- Documented findings to support stablecoin reliability assessments in early-stage blockchain environments.

**SMPN 5 Tambun Selatan**

2022 – 2023

*E-Book & Infographic Designer*

- Designed educational e-books and infographics, translating curriculum content into clear, visually engaging learning assets for students and educators.

**ORGANIZATIONAL EXPERIENCES**

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**BEM STBA JIA**

Jun 2017 – Jun 2020

*Public Relations | University-level Student Executive Institution of STBA JIA*

- Liaised as a communication intermediary between the university and students, ensuring transparent and timely information flow.
- Facilitated event communication with the surrounding community, strengthening institutional engagement.
- Performed as Master of Ceremony for formal and non-formal events organized by the university and organization.
- Represented the university and BEM at external events, building cross-institutional relationships.
- Led the recruitment process for new BEM members, selecting 15 out of 30+ applicants through structured screening and interviews.
- Mediated between the university and the community to address concerns and resolve challenges within the campus environment.

**EDUCATION**

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**Sekolah Tinggi Bahasa Asing JIA (STBA JIA)**

2016 – 2020

*Bachelor's Degree, English Literature | Bekasi, Indonesia*

- GPA: 3.36 / 4.00
- Thesis Title: A Study of an Adjective as Non-Gradable in Dota 2 Game International.
- Actively involved as Master of Ceremony in several campus and organizational events.

**CERTIFICATIONS**

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**Google AI Essentials Certificate**

2026

*Issued by Google via Coursera | Credential verified*