

Nabilah Nur Hazimah

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EDUCATION

Institut Pertanian Bogor (IPB University)

Kab. Bogor, Jawa Barat

Bachelor's Degree of Engineering (GPA 2.80)

July 2025

- Coursework: Introduction to Entrepreneurship, Engineering Entrepreneurship, and Community Development
- Thesis: Detection of Leaf Scorch, Leaf Blight, and Leaf Spot Diseases in Strawberry Plants (*Fragaria* sp.) Based on Deep Learning
- Community Service: Training on High Value-Added Processed Food Products (Desa Tempuranduwur, Kecamatan Sapuran, Kabupaten Wonosobo)

WORK EXPERIENCE

@toko_yaya (Digital Product Reseller)

Remote

Business Owner

February 2025 – Present

- Managed a digital catalog with 40+ products (12 games, 25 premium apps, 4 social media tools) and consistently handled 5–20 weekly transactions via Telegram.
- Enhanced customer credibility by automating digital receipts using a cashier app, while building brand identity through logo design, testimonials, and visual catalogs.
- Expanded promotional reach to 50+ Telegram communities by implementing digital brochure distribution strategies and crafting copywriting to attract retail buyers.

@bilatrifid.id (Online Thrift Shop)

Remote

Business Owner

June 2025 – Present

- Managed an online thrifting store on Instagram, selling product bundles (10–20 items) and generating 5–10 orders per week through word-of-mouth and personal social media promotions.
- Created engaging visual content for Instagram feed, including product photography and editing with Photoshop to enhance appeal and drive engagement.
- Increased store visibility by consistently posting short videos 3 times a day and including customer testimonials to build trust and attract new buyers.

ORGANIZATIONAL EXPERIENCE

HIMATETA IPB (Mechanical and Biosystems Engineering Student Association)

Kab. Bogor

Inventory and Entrepreneurship Division Staff

November 2021 – December 2022

- Managed product sales similar to those in BEM, focusing on efficient marketing and distribution across multiple channels.
- Contacted student associations from other departments to conduct benchmarking discussions on work programs, share experiences, and explore solutions to common challenges.
- Recorded and summarized sales income and expenses following a standardized format to ensure transparency and accuracy in financial reporting

BEM FATETA IPB (Faculty Student Executive Board)

Kab. Bogor

Business and Partnership Division Staff

December 2020 – November 2021

- Designed Instagram feed content and layout for product sales, including color palette selection and product visual alignment, as well as writing engaging captions to boost engagement and conversion rates.
- Prepared weekly meeting minutes using a standardized format and submitted them to the division head to ensure effective and organized documentation.
- Developed marketing and sales strategies, both through direct selling in class and social media promotion, including special pricing offers and eye-catching sales banners to drive purchases.

VOLUNTEER EXPERIENCE

MPKMB IPB (Campus Orientation Committee)

Kab. Bogor

Design Decoration Branding Division Staff

April 2020 – September 2020

- Designed and arranged the stage layout to ensure alignment with the event theme, managing decorations for 6 months to create an impactful visual experience.
- Collaborated in the design and ideation of LINE stickers based on the event theme, ensuring consistent and engaging visuals to enhance event branding.
- Managed communication with the design team to bring the visual concept to life, maintaining quality and alignment with the event's branding objectives.

Redsbim (Business, Digital Marketing, and Stocks Webinars & Training)

Kab. Bogor

Secretary

March 2021 – August 2021

- Contacted and confirmed speakers for stock investment webinars through personal networks, clearly communicating the event objectives and outlining the benefits for the speakers.
- Accurately recorded meeting and webinar minutes to ensure clear, organized documentation for effective follow-up and decision-making.
- Acted as a liaison between divisions to coordinate requests and distribute tasks, ensuring smooth communication and timely execution of responsibilities.

SKILLS

Technical Skills: Sales Forecasting, Market Research, Partnership Development, Data Analysis, Business Strategy, Negotiation, Competitive Analysis

Tools / Softwares: Google Workspace, Wordpress, Microsoft Office, Notion, Zoom, Canva, Adobe Photoshop, Kasir Warung

Non-Technical Skills: Communication, Relationship Building, Problem Solving, Market & Industry Insight, Collaboration & Internal Coordination, Strategic Thinking, Adaptability, Networking