Nicholas Prawira Tanoto

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WORK EXPERIENCE

AlignJobs **Oct 2026 – Present**
Founder

- Founded remote job platform for Indonesian job seekers, scaling to 5,800+ registered users and 120+ paying Pro subscribers within the first month.
- Drove user acquisition through organic and paid channels, generating 1.3M+ views on Threads and achieving 2x ROAS with Meta Ads.
- Evaluated 9 acquisition channels and mapped the sign-up-to-Pro journey across 6,900+ onboarding users, pinpointing drop-off points to prioritize growth efforts.
- Developed a growth dashboard and lifecycle email system to monitor acquisition, retention, and conversion, and re-engage inactive users.

Skystar Ventures **Feb 2025 – Present**
Program Officer

- Managed Skystar Builder Community for student founders, connecting them with fellow founders, mentors, and resources to build peer networks and accelerate their startups.
- Led user research with 13 alumni across 11 cohorts through FGDs and interviews, identifying pain points in mentoring, networking, and founder pivots to inform improvements for the next program.
- Sourced and secured speakers and mentors for workshops and learning sessions, managing outreach, scheduling, and stakeholder relationships across multiple program cycles.

Sinarmas Agribusiness & Food (PT SMART Tbk.) **Jan 2025 – Jul 2025**
Business Data Analyst Intern – Center of Excellence (Finance, GA, Procurement & HR)

- Owned requirements for 3 Procurement dashboards (Power BI), translating stakeholder problems into dashboards for contract spend, help desk, and productivity tracking; resolved data-matching and DAX logic issues to improve data accuracy and backlog visibility.
- Delivered an SLA monitoring product for Singapore Finance across I2P, I2C, and R2R teams, defining success metrics and building performance dashboards that helped stakeholders track service quality and spot bottlenecks.
- Built a workforce management dashboard tracking overtime costs and utilization for Facility & Management leaders, and implemented Row-Level Security on the Contract Employee Dashboard for HRBP and C&B teams to protect sensitive employee data.

ORGANIZATION EXPERIENCE

Student Executive Board (BEM) **Dec 2023 – Dec 2024**
Vice President

- Led a cross-functional team to plan and execute core student programs, including BEM MUDA CSR initiatives that reached 800+ participants.

FREELANCE

Noiz AI **2026**
UGC Creator

- Produced short-form UGC videos for an AI voice platform, driving organic reach and new user acquisition on YouTube, TikTok, and Instagram.
- Adapted brand-provided formats into scripts and hooks with clear CTAs, delivering content for organic posting and paid ads.

Find Me Creators **2026**
UGC Creator

- Created short-form UGC content for 2 consumer apps (Aya and Amora) to drive app awareness and downloads.

EDUCATION

Universitas Multimedia Nusantara **2022 – 2025**
Bachelor's Degree in Information Systems, Major in Big Data (GPA: 3.7)

ADDITIONAL INFORMATION

- **Growth & Analytics:** Meta Ads, Google Analytics, PostHog, Microsoft Clarity, Power BI
- **Product & Development:** Next.js, Supabase, Vercel, Apify, Claude Code, n8n
- **Language:** Indonesian (Native), English (Professional – IELTS 6.5, TOEIC 840), Mandarin (Elementary)