

BENEDICTUS MARCELLO

[087777884990](https://www.benedictus.ello@gmail.com) | benedictus.ello@gmail.com | [Linkedin](#) | Portfolio | [@mrcelloo](#)

Tangerang Regency, Banten

OBJECTIVE

I am passionate about the intersection of business, design, and technology where complex ideas transform into meaningful user-centered digital products. Combining expertise in business process analysis, UI/UX prototyping, and project coordination, I thrive in collaborative environments where analytical thinking meets creative problem-solving. Seeking an internship opportunity to contribute my skills in driving end-to-end product development.

EDUCATION HISTORY

Bina Nusantara University

2024 - Present

Information Systems - 5th Semester Student (Current GPA : 3.96/4.00)

- Honors & Awards: Awarded Dean's List Certificate 2025 (Recognized among top-performing students for exceptional academic achievement and zero course retakes while maintaining active extracurricular roles).
- Academic Focus: Business Analysis, UI/UX Design, Product Ownership, and IT Project Management.
- Applied end-to-end product development concepts through coursework, combining business requirement analysis, user research & UI/UX prototyping, and Agile project management.
- Successfully led and completed 10+ academic projects, acting across roles in business analysis, UI/UX design, and project coordination.

WORK EXPERIENCE

Contract – UI/UX Designer & Digital Marketer

September 2025 - Present

TAVRA

- Conducted end-to-end requirement gathering and business process analysis through direct client consultations, identifying core business bottlenecks to deliver tailored website solutions.
- Spearheaded UI/UX design for 2 client projects (E-commerce platform and Company Profile website), translating complex business workflows into intuitive wireframes and high-fidelity interactive prototypes.
- Managed official social media presence (@tavralabs on Instagram & TikTok), formulating targeted content strategies that generated 5+ qualified leads and drove 2 successful project closings.
- Bridged client needs with design execution, facilitating clear communication and managing project scope to align product deliverables with client business objectives.

Seasonal – SASC Scholarship Mentor

September 2025 - Present

SASC BINUS

- Awarded "Excellent Mentor (2025/2026)" for top KPI evaluation and entrusted to serve across 3 consecutive academic batches (2025/2026, 2026, and 2026/2027).
- Mentored 7 undergraduate students across 50+ structured sessions, delivering guidance on academic strategies, Information Systems coursework, and problem-solving.
- Designed custom learning roadmaps and monitored student performance, ensuring consistent engagement and academic retention.

Internship – Content Producer & Graphic Designer

February 2025 - December 2025

Coachpotato.id

- Led design and content strategy as Head of Content & Lead Designer, managing end-to-end production while maintaining strict brand alignment and content pillars.
- Generated 57,528+ views across 7 Instagram feed and reel posts by crafting visually engaging, high-performing educational content.
- Cross-functionally collaborated with 3 international scholarship awardees across global universities to produce high-impact educational campaigns.

Freelance – Graphic Designer

May 2024 - January 2026

- Executed 70+ visual design projects, including social media assets, event branding, and promotional materials tailored to client specifications.
- Managed end-to-end client communications and project workflows, building a retained client base of 20+ recurring customers.
- Partnered with 10+ brands and SMEs across diverse industries to align visual solutions with their strategic business objectives.

Self-employed – Social Media Admin

February 2020 - Present

@umustneedthis

- Scaled Instagram account to 105K+ followers and drove 10M+ monthly organic reach through continuous audience analytics and targeted content strategy.
- Managed daily content operations, publishing schedules, and audience interaction workflows to maintain account engagement and growth.
- Negotiated and executed paid promotion campaigns for 30+ clients/SMEs across F&B, beauty, and fashion sectors, delivering high conversion and reach.

LEADERSHIP & INVOLVEMENT

Campus President @AlamSutera

February 2026 - Present

Keluarga Mahasiswa Katolik (KMK)

- Direct overall organizational strategies and operations for the Alam Sutera campus chapter, leading executive boards and active committee members.
- Oversee cross-functional project execution, budget allocation, and member engagement initiatives, ensuring alignment with the organization's vision and stakeholder standards.
- Act as the primary liaison between regional student members, university administrators, and external partner organizations.

Media Communication Activist

January 2025 - February 2026

Keluarga Mahasiswa Katolik (KMK)

- Served as Treasurer for KMK Workshop Rosario 2025 (Jun – Oct 2025), managing end-to-end event budgeting, fund allocation, and financial reporting across all committee divisions to ensure accountability and financial balance.
- Coordinated inter-division workflows, facilitating clear communication between creative, logistics, and executive teams during major organizational events.

ACHIEVEMENTS & AWARDS

Semifinalist – B-Startion 2025

August 2025

B-Preneur BINUS

- Analyzed complex business problems and developed innovative strategies for solution implementation.
- Applied critical thinking to refine business ideas and adapt strategies through multiple selection stages.
- Teamed up to create clear steps for making business ideas happen.

Finalist – Board Game Competition 2025

March 2025 - June 2025

BINUS University

- Led brainstorming and ideation sessions to generate innovative game mechanics and user-centered concepts.
- Designed and produced visual assets, prototypes, and final printed materials for board game execution.
- Implemented and showcased the game through exhibitions and live playtesting with judges and peers.

Finalist – Duta Bahasa BINUS 2025

February 2025

CBDC BINUS

- Delivered speeches and presentations, demonstrating strong public speaking and communication skills.
- Developed confidence by practicing spontaneous speaking and joining interviews about language and culture.
- Proposed the “Aksara Nusa” initiative, a digital app concept to promote Indonesian folklore among youth.

SKILLS

Languages: Indonesian (Native), English (Professional Working)

Hard Skills:

- Business Analysis: Business Process Modeling (BPMN), Requirement Gathering, & System Workflow Mapping.
- UI/UX & Visual Design: User Research, Wireframing, & Interactive Prototyping (Figma).
- Project Management: Project Planning, Task Tracking, & Microsoft Office Suite.
- Digital Marketing & Analytics: Social Media Insight Analysis (Instagram & TikTok) & Content Strategy.
- Programming & Data: Basic Python Scripting, SQL Fundamentals, & Database Concepts.

Soft Skills:

- Executive Leadership: Guiding cross-functional teams, setting strategic goals, and driving organizational success.
- Stakeholder Communication: Articulating business, design, and technical ideas clearly to diverse teams.
- Strategic Problem-Solving: Applying user-centric and analytical approaches to resolve complex challenges.
- Project Coordination: Managing schedules, multi-task workflows, and deliverables efficiently under deadlines.