

Fityan Hanif Assalmi

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PERSONAL PROFILE

Marketing Data Analyst specializing in NLP based social media analytics, sentiment analysis, digital audience insights, and dashboard reporting. Experienced in analyzing 100,000+ public comments and engagement metrics to identify sentiment trends, recurring topics, communication risks, and content performance opportunities. Skilled in Python, SQL, Power BI, Google Analytics, Google Trends, SEO analytics, and translating digital signals into business and communication recommendations.

TECHNICAL SKILLS

- Marketing Analytics: Social Listening, Sentiment Analysis, Audience Insight, Content Performance, SEO Analytics, Google Analytics, Google Trends
- Analytics & BI: Exploratory Data Analysis, KPI Analysis, Data Storytelling, Power BI, Tableau, Looker Studio, Advanced Excel
- Programming: Python, SQL, R, Pandas, NumPy, Scikit-learn, Statsmodels, Matplotlib, Seaborn
- Data Tools: ETL, Pentaho, MySQL, Oracle, MongoDB, GitHub, Streamlit, Jira

WORK EXPERIENCE

Biro Hubungan Masyarakat dan Kerja Sama Luar Negeri - Sekretariat Jenderal Kementerian Kehutanan

Data Analyst- NLP & Predictive Modeling Analytics (Contract)

April 2025 - April 2026

- Analyzed 100,000+ YouTube and multi-platform social media comments using Python and NLP techniques to identify sentiment trends, recurring themes, and public response patterns.
- Structured high-volume comment text and engagement metrics into dashboard-ready datasets for social listening, content performance, and issue monitoring analysis.
- Developed sentiment analytics and predictive workflows using historical engagement metrics to forecast audience response trends and communication risks.
- Translated analytical findings into communication recommendations to support public messaging strategy, stakeholder reporting, and management decision making.

PT. Monster Group

Data Analyst Intern - Machine Learning & Time-Series Forecasting

July 2022 - January 2023

- Built an LSTM-based forecasting model using 361 days of Google Analytics and Google Trends data to predict SEO keyword and web traffic trends.
- Analyzed daily traffic and search trend datasets to support keyword planning, content optimization, and digital performance monitoring.
- Produced 7-day keyword trend forecasts and dashboard reporting to support SEO planning, contributing to a 10% increase in organic website traffic..

SELECTED PROJECTS

- Brand Crisis & Sentiment Analytics: Aqua vs Le Minerale: Built an interactive dashboard to analyze trust gap, content gap, and share-of-voice patterns from digital brand conversations. ([View Dashboard](#))
- TikTok Shop Sentiment Analysis: Developed a deep-learning based sentiment analysis workflow for customer review text to identify positive drivers, complaints, and product improvement insights. ([View Dashboard](#))
- LSTM SEO Keyword Forecasting: Published forecasting project using LSTM to predict MonsterMAC keyword trends and support SEO optimization. ([View Github](#))

EDUCATION, PUBLICATION & CERTIFICATIONS

Universitas Pembangunan Nasional "Veteran" Jawa Timur - Bachelor of Data Science

March 2020 - July 2024

- GPA: 3.87/4.00 | Thesis: LSTM-Based SEO Keyword Forecasting for MonsterMAC | Coursework: Machine Learning, Deep Learning, NLP, Time-Series Forecasting, Business Intelligence, Regression Analysis, Data Mining.
- Publication: Analisis Prediksi Kata Kunci Situs Web MonsterMAC dengan Metode Long Short-Term Memory (LSTM), Jurnal Teknologi Terpadu (SINTA 3). ([Read Publication](#))
- Copyright: LSTM-Based SEO Keyword Forecasting for MonsterMAC, Kementerian Hukum dan HAM RI, No. 000651100. ([View Certificate](#))
- Certification: Junior Web Programmer - Badan Nasional Sertifikasi Profesi (BNSP), 2022. ([View Certificate](#))