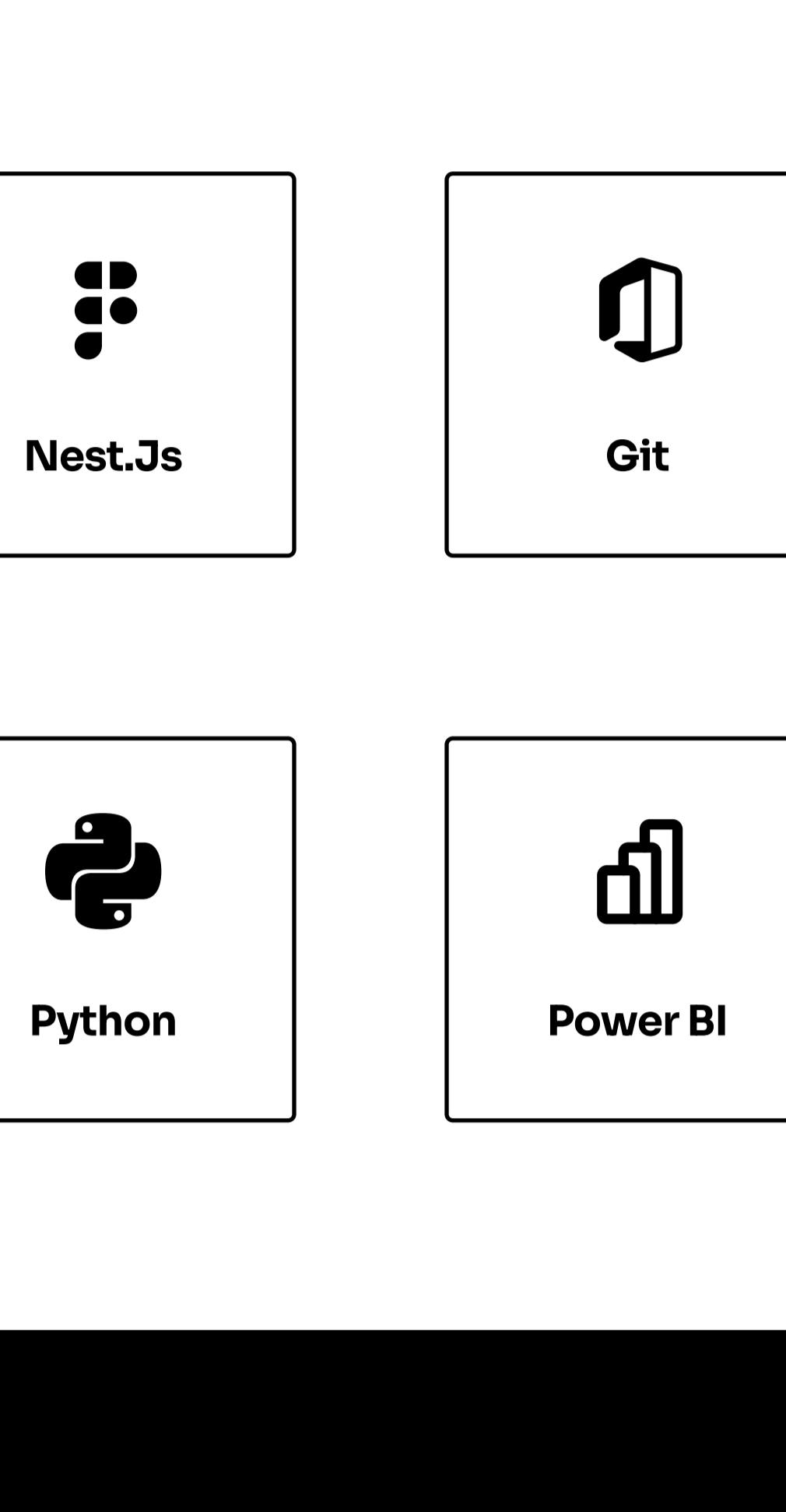
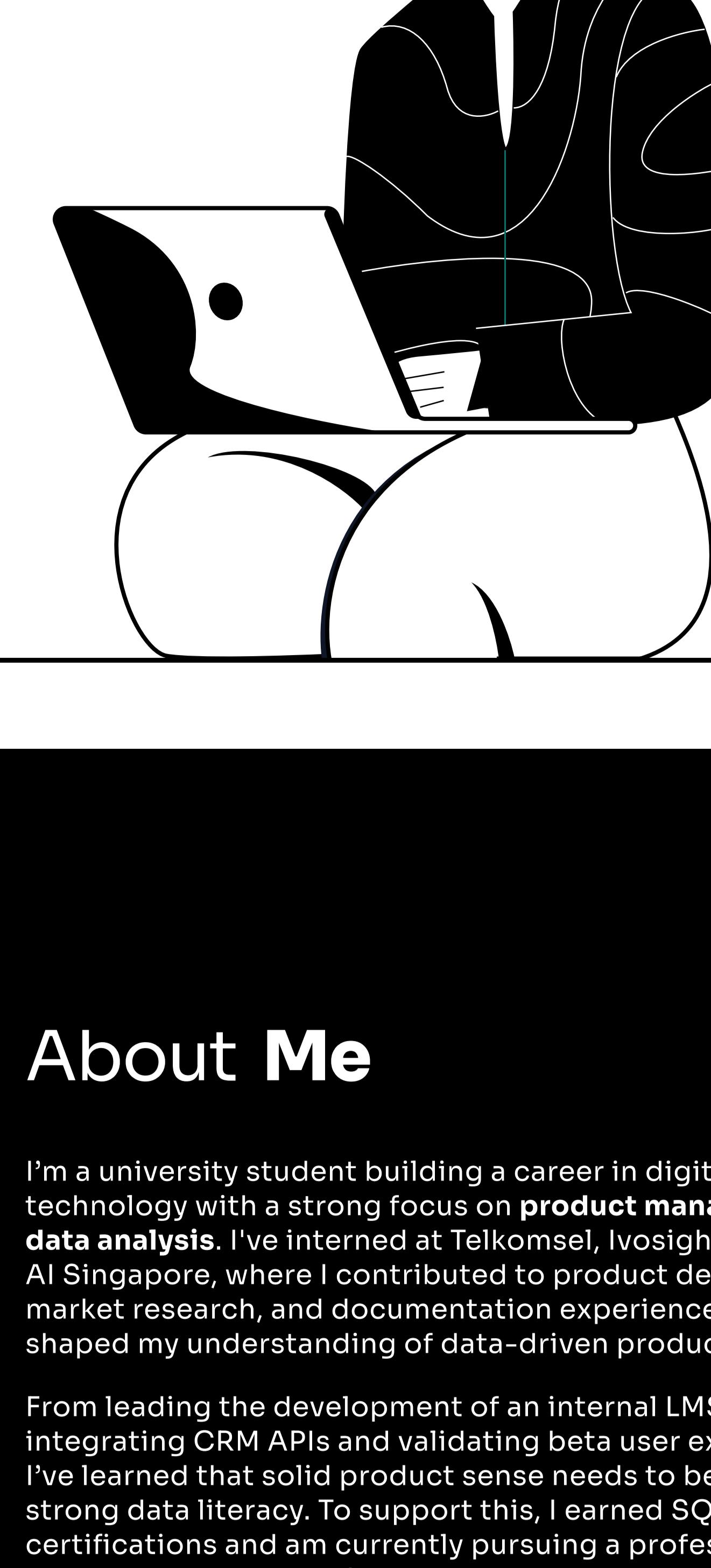


Hello I'm Erico Astama.

Product Management Enthusiast .

I'm a **Tech-savvy** problem-solver crafting cool products with strategy, innovation, and teamwork. Excited about **Product Management**, **Data Analyst**, and **AI-powered solutions**.



About Me

I'm a university student building a career in digital technology with a strong focus on **product management** and **data analysis**. I've interned at Telkomsel, Ivoisights, and Terra AI Singapore, where I contributed to product development, market research, and documentation experiences that shaped my understanding of data-driven product strategy.

From leading the development of an internal LMS to integrating CRM APIs and validating beta user experiences, I've learned that solid product sense needs to be backed by strong data literacy. To support this, I earned SQL and Oracle certifications and am currently pursuing a professional data analyst program from Gunadarma's certification institute.

Looking ahead, I aspire to become a **Data-Driven Product Manager**, blending analytical insight with strategic thinking to build impactful, scalable solutions. This portfolio reflects my journey and commitment to bridging product and data in meaningful ways.

My Skills

Product Management



Nest.js



Git



Storybook

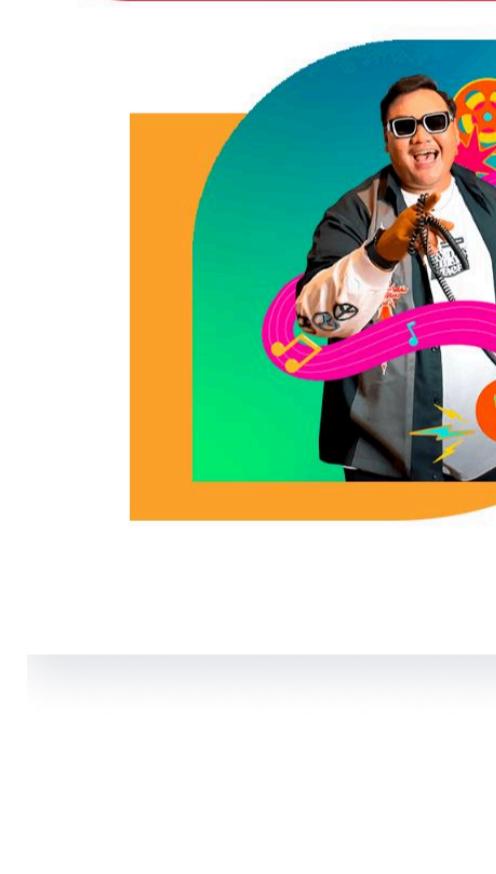


Socket.io

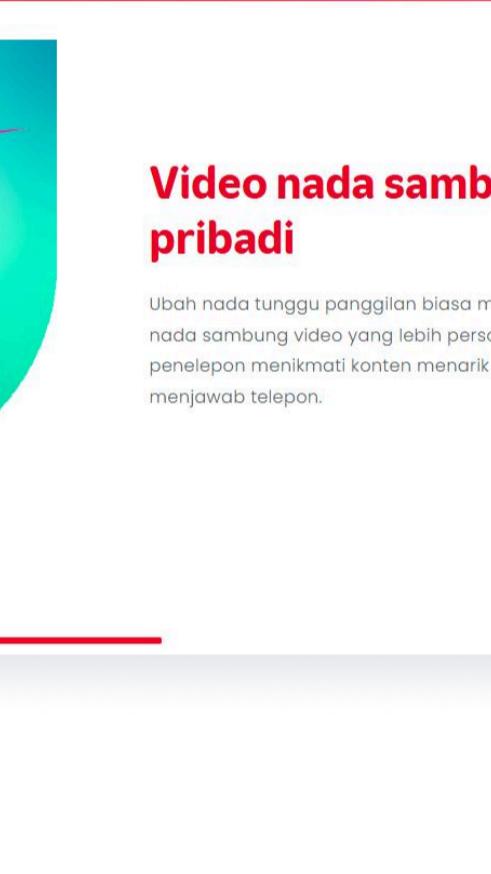


Sass/Scss

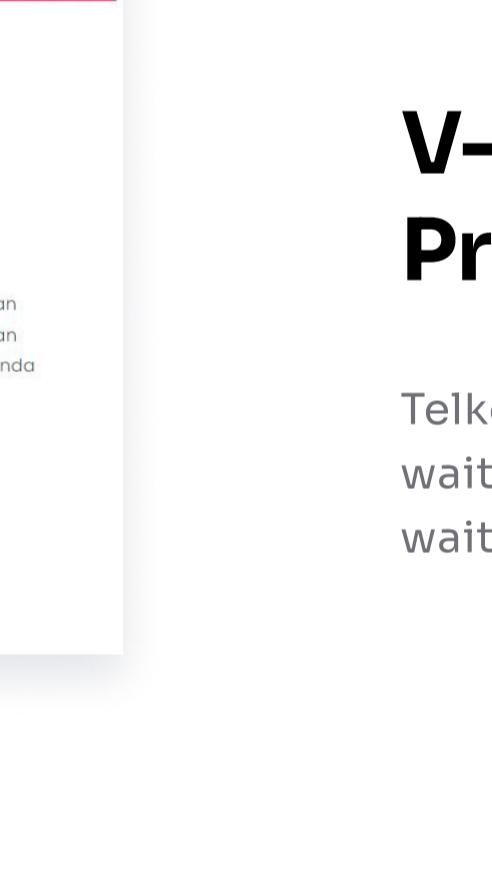
Data Analytics



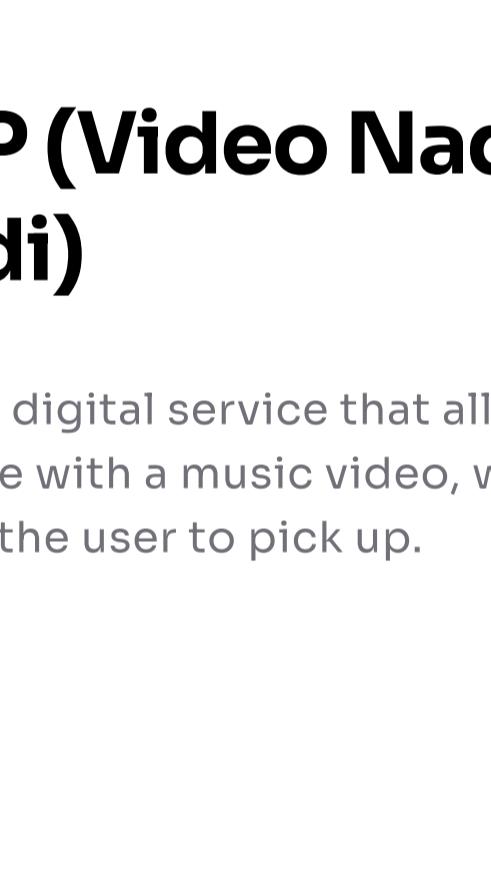
Python



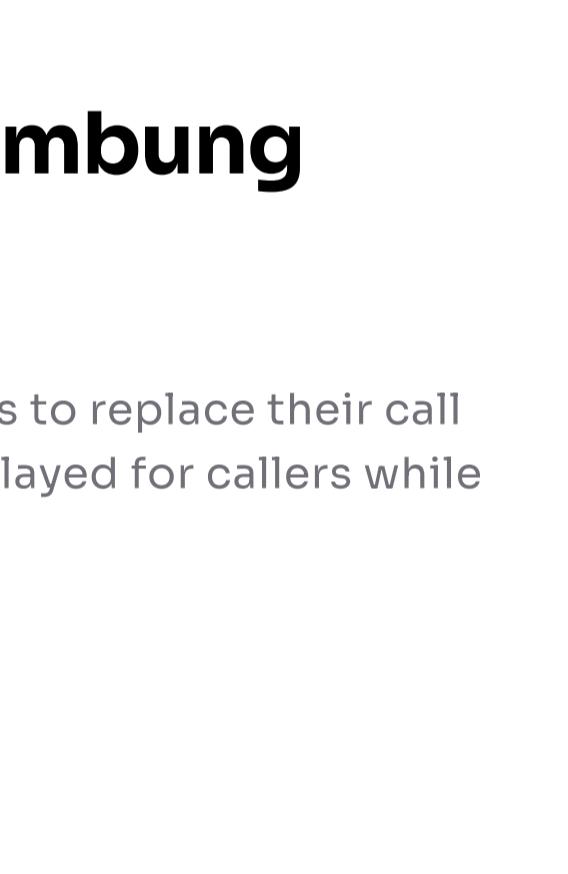
Power BI



Looker



SQL



Oracle

My Experience

Telkomsel Product Management & Development

September - December 24

- Contributed to V-NSP (Video Nada Sambung Pribadi) development by conducting competitor research, preparing product documents, and mapping customer journeys.
- Supported product development by creating customer journey diagrams, documenting API usage, identifying bugs during beta testing for the Convergence team product.
- Prepared and refined presentation materials, including product decks, to support stakeholder communication during international visits.

Ivoisights Associate Product Manager Intern

February - August 24

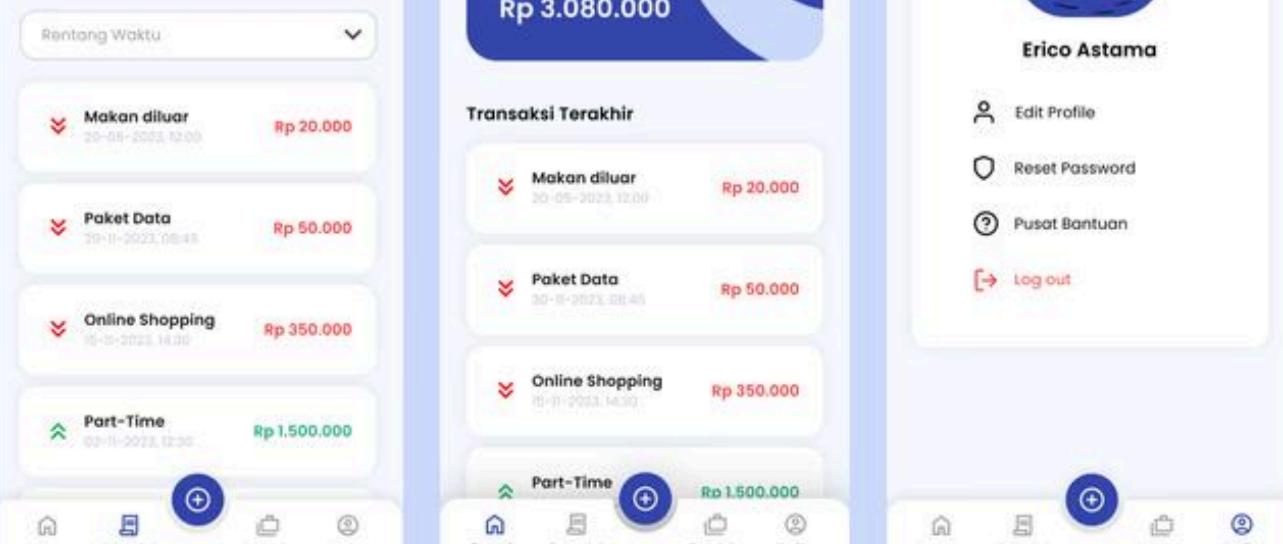
- Led the development of an internal Learning Management System (LMS) from concept to deployment. Created action plans, coordinated with stakeholders and cross-functional teams, and ensured alignment with business objectives and user needs.
- Created detailed PRDs and product briefs for Ripple10 and Sociomile, and conducted in-depth market analysis for CRM products to drive strategic development and competitive positioning.
- Collaborated with the Product Owner to integrate WhatsApp with email marketing tools, enhancing the WhatsApp Business API (WABA) to improve product offerings and market competitiveness.

Ivoisights Product Manager Intern

February 22 - January 23

- Designed a strategic plan to enhance features, functionality, and user experience for various products, ensuring continuous improvement and alignment with user needs.
- Oversaw the development of over 100 chatbots within the Ai4impact community, managing testing, iteration, and continuous updates to ensure high-quality performance and user satisfaction.
- Formulated a comprehensive roadmap for the Ai4impact Career Scholarship 2.0 program to nurture skilled developers for Ai4impact's cloud infrastructure. Furthermore, led the Technical Recruiter Team for the Ai4impact Developer Scholarship 2.0, engaging and guiding 150 finalists.

My Projects



01

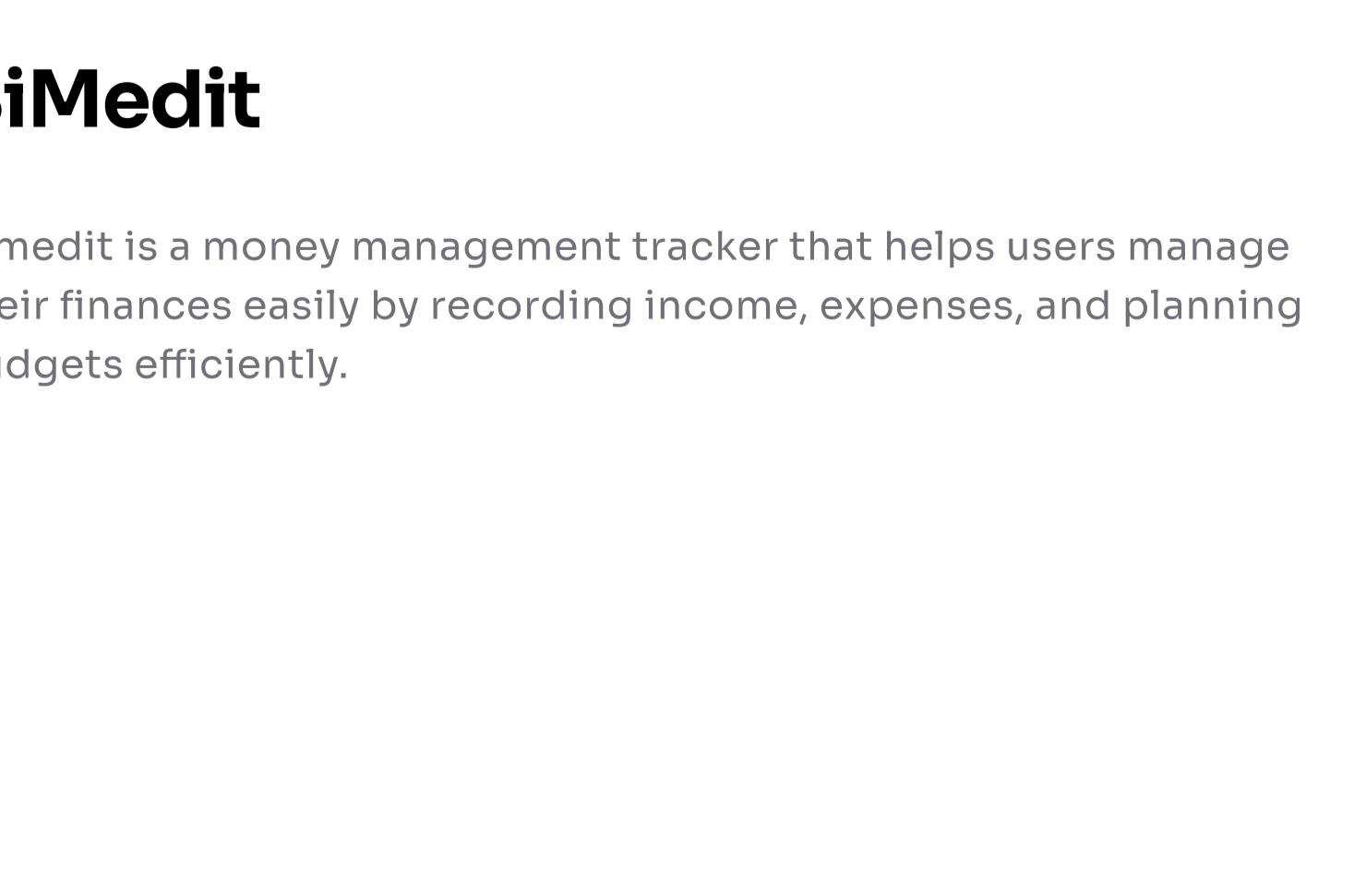
V-NSP (Video Nada Sambung Pribadi)

Telkomsel's digital service that allows users to replace their call waiting tone with a music video, which is played for callers while waiting for the user to pick up.

02

Ivoisights Learning Management System

An internal learning platform developed to enhance training efficiency and streamline the management of educational materials within the company.



03

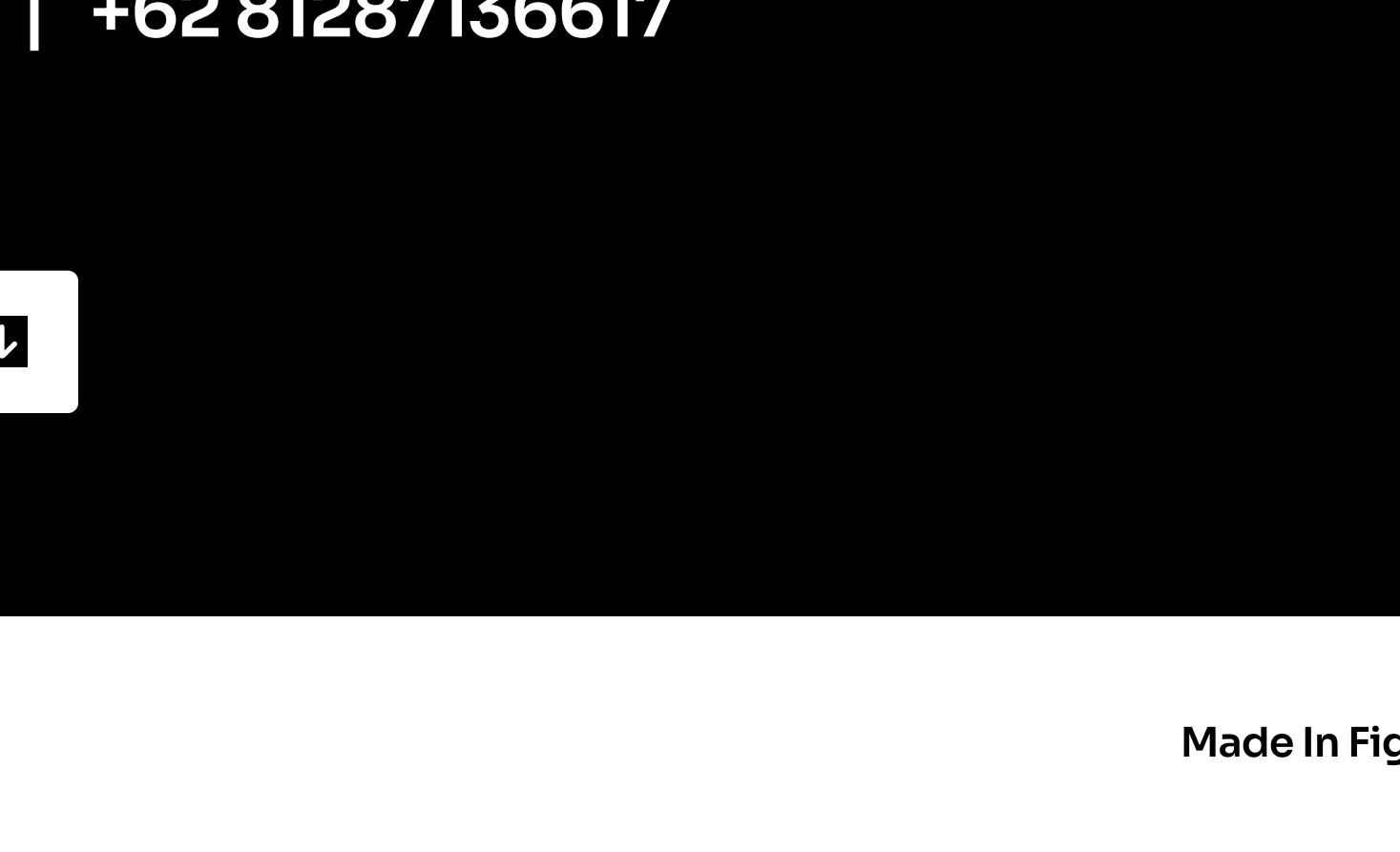
Netflix Analytics with PowerBI

A dashboard that visualizes Netflix content by genre, type, rating, and time trends to understand user preferences and content distribution.

04

Global AI Job Market & Salaries Analytics

A dashboard showcasing global AI job trends, top hiring countries, and salary ranges by role and region to guide career or hiring strategies.



@Erico Astama

Made In Figma

SiMedit

SiMedit is a money management tracker that helps users manage their finances easily by recording income, expenses, and planning budgets efficiently.



05

Let's talk for Something special

I seek to push the limits of creativity to create high-engaging, user-friendly, data driven, and memorable interactive experiences.

ericoadstama@gmail.com | +62 81287136617

Resume ↴