

## WORK EXPERIENCE

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### BUKALAPAK

#### TikTok Data Analyst – Freelance

**July 2023-October 2023**

- In charge of ensuring data quality across 13 brands affiliated with Bukalapak on the TikTok platform.
- Developing data pipelines with Google Spreadsheets to extract information from third-party sources (such as TikTok Backend), and refining the data to prepare it for analysis, reporting, and deriving insights.
- Utilize Looker Studio to generate and distribute weekly visualization reports for TikTok Live, Content, and Product Growth.
- Generate insights such as the performance of each brand's GMVs, CTR, the optimal time to do Live Sessions and content performance through ER%.

### STYLE THEORY

#### Customer Experience Specialist

**July 2019-June 2020**

- Managing disputes while maintained high CSAT and NPS numbers, ensuring that the customer service satisfaction rate consistently exceeds 96%.
- Implemented a consistent approach and strategic framework aimed at systematically decreasing the monthly churn rate. Utilized a range of retention methods while ensuring an average churn rate of less than 15%.
- Take proactive measures to identify and resolve potential issues that could affect customer satisfaction or retention, maintaining a proactive stance towards service quality preservation.
- Collaborated extensively with the Product Manager and Engineering team to implement a range of features and services such as the introduction of an on-demand rental service, implementation of a pause feature, the creation of a new subscription plan, introduction of express delivery and the addition of an Unsubscribe button.

## EDUCATION

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### ALGORITMA DATA SCIENCE SCHOOL

**2022**

Data Science Academy Full Stack, [Credential](#)

### UNIVERSITY OF PADJADJARAN (UNPAD)

Bachelor of Communication Science, Communication Management

**2011-2017**

## ADDITIONAL INFORMATION

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- **Programming Language:** SQL (PostgreSQL & MySQL), R, Python, HTML, CSS.
- **BI Tools:** PowerBI, Looker Studio, Shinyapps.
- **Language:** English, Indonesian.
- **Portfolios:** <https://ranggagemilang.github.io/>