

PORTFOLIO

BILHAQ

FAJRINDA



About Me.

A product person with 4 years of experience in product development and management within the finance technology and digital media sectors. I have cultivated a strong focus on enhancing user experiences while aligning them seamlessly with business capabilities

Presently, I hold the role of Product Manager at a digital news media company. In this capacity, I oversee product management across diverse business clusters encompassing media property, finance, automotive, and technology. Additionally, I am involved in managing corporate campaigns and services, ensuring comprehensive and effective product strategies across the organization.



Work Experience

Feb 2022 – Present

Product Manager -

Managing products for various business clusters tribe, including media property, finance, automotive, and technology

Jan 2020 – Feb 2022

QA Manual Tester -

Led QA Trading Area Development and KYC System (Opening Account for Trading) tribe

Education

2017 – 2021

Bachelor of Management – UPN Veteran Jakarta

GPA 3.68/4.00

Contact Person



+6285817589072

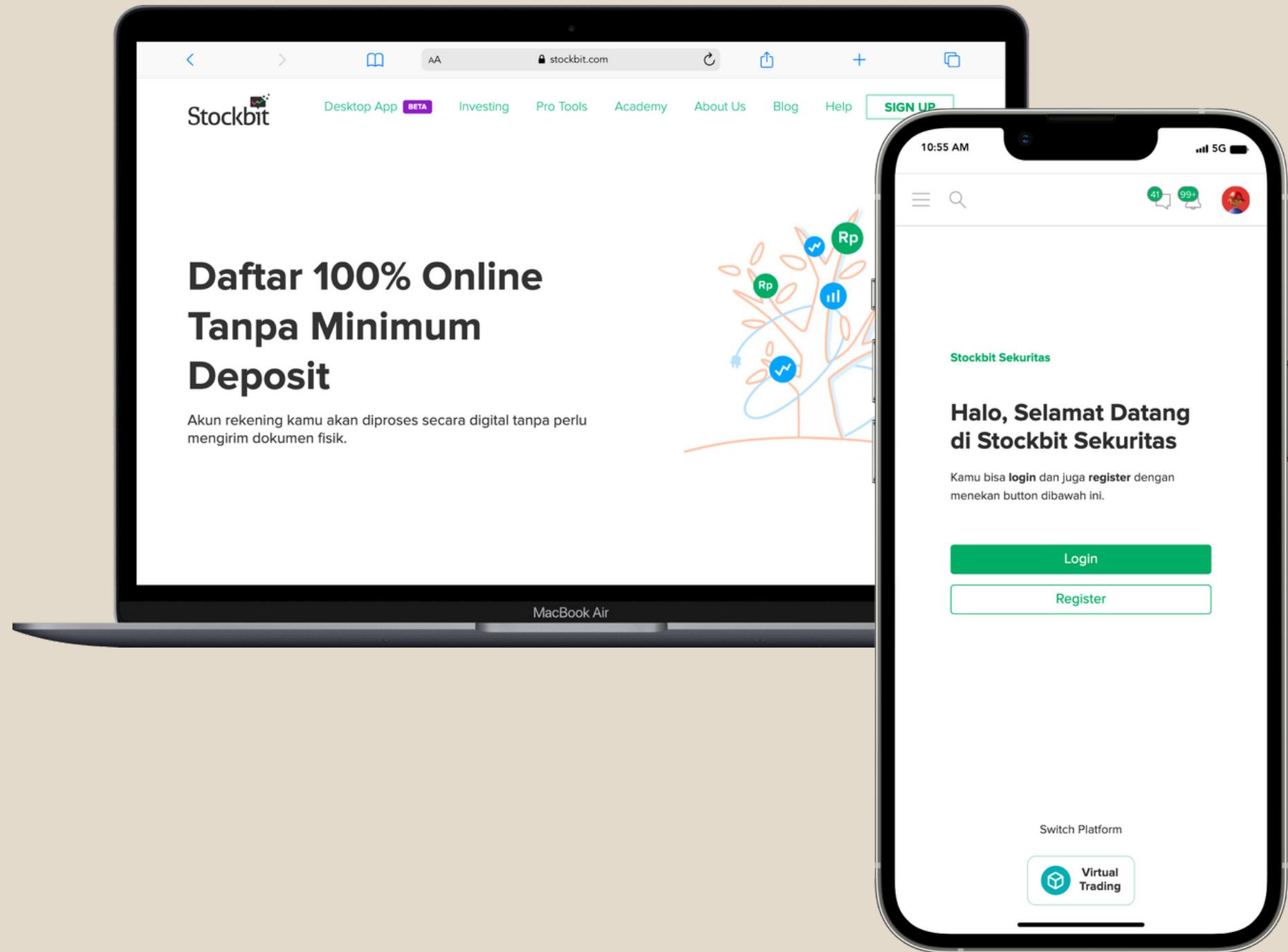


bilhaqfajrinda@gmail.com



linkedin.com/in/bilhaqfajrinda

Project on Stockbit



Trading Account Registration

Realeased on Sept 2021

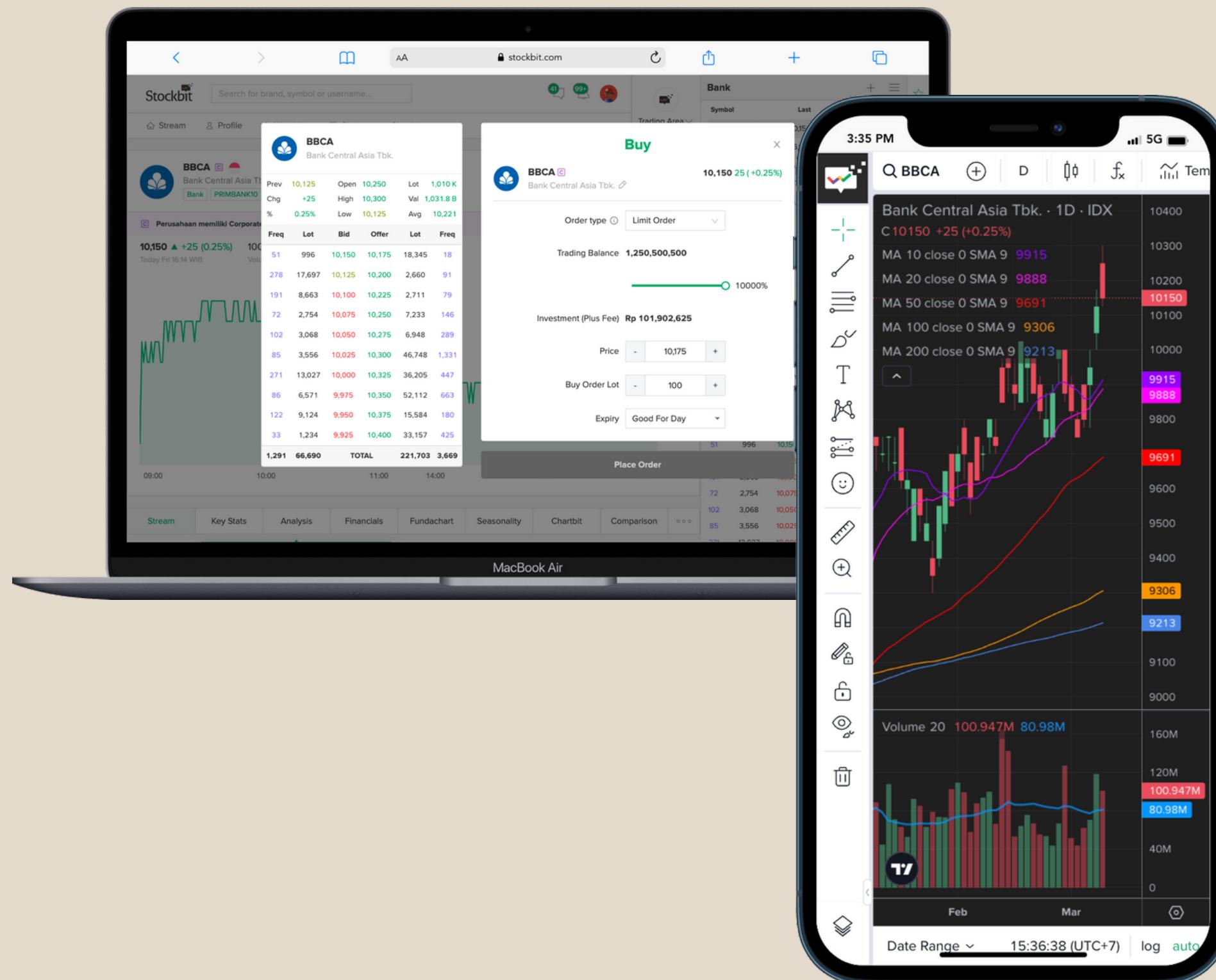
Overview

Embarking on a new journey as a digital securities platform, Stockbit offers swift account opening for trading alongside the fastest KYC system approvals.

Achievement

Reached 800K trading account registrations within 5 months.

Project on Stockbit



Trading System and Transaction

Realeased on Oct 2021

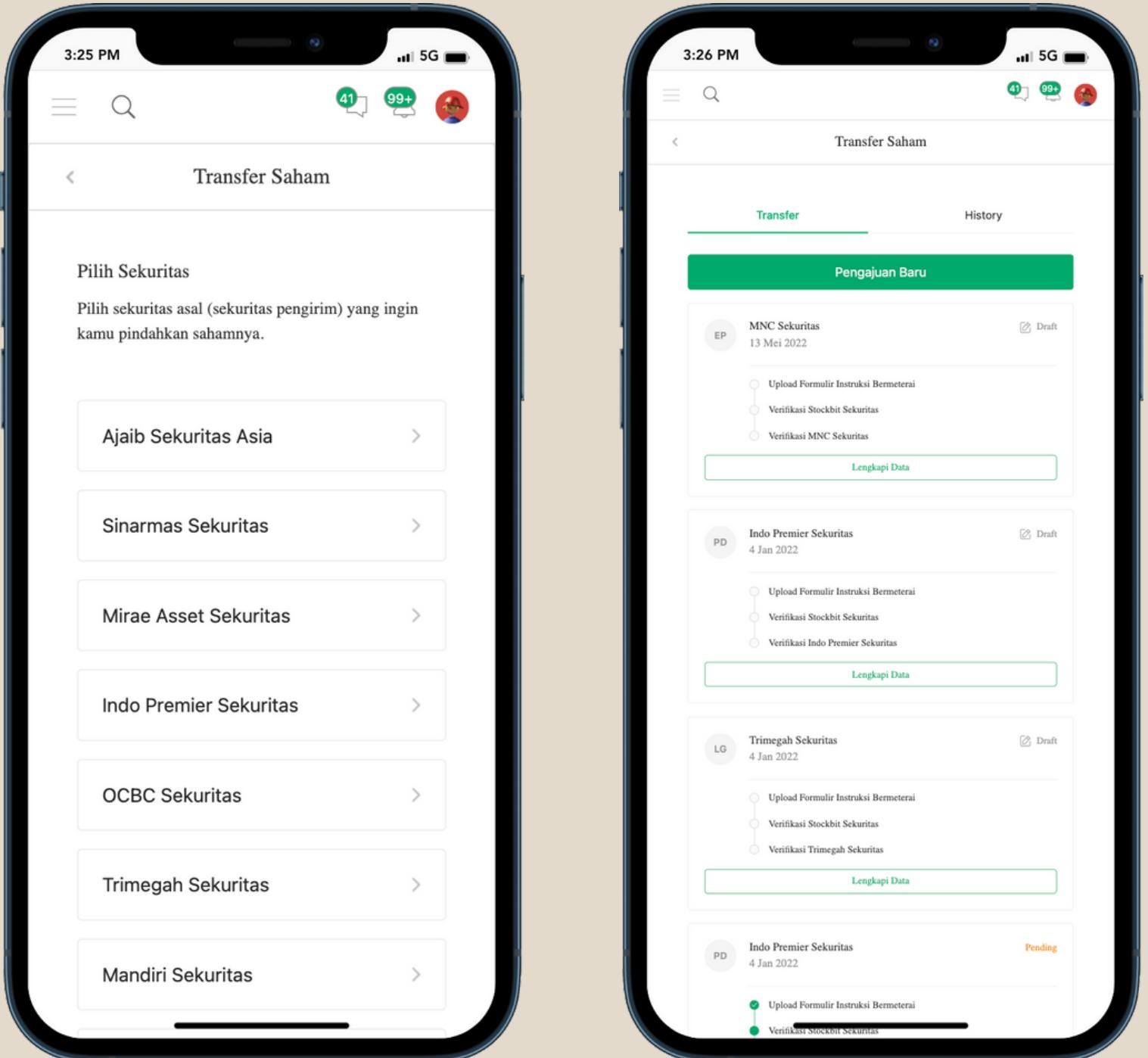
Overview

Our trading platform provides unparalleled ease of use for both stock investing and daily trading. We boast the lowest online trading fees in the market and offer a suite of powerful trading features, including GTC orders, lightning-fast order execution within 10 milliseconds, Stop Loss capabilities, order amendment options, and a comprehensive Portfolio Dashboard.

Achievement

Our platform achieves an average daily transaction valuation exceeding 310 billion rupiah.

Project on Stockbit



Stock Transfer

Realeased on Jan 2022

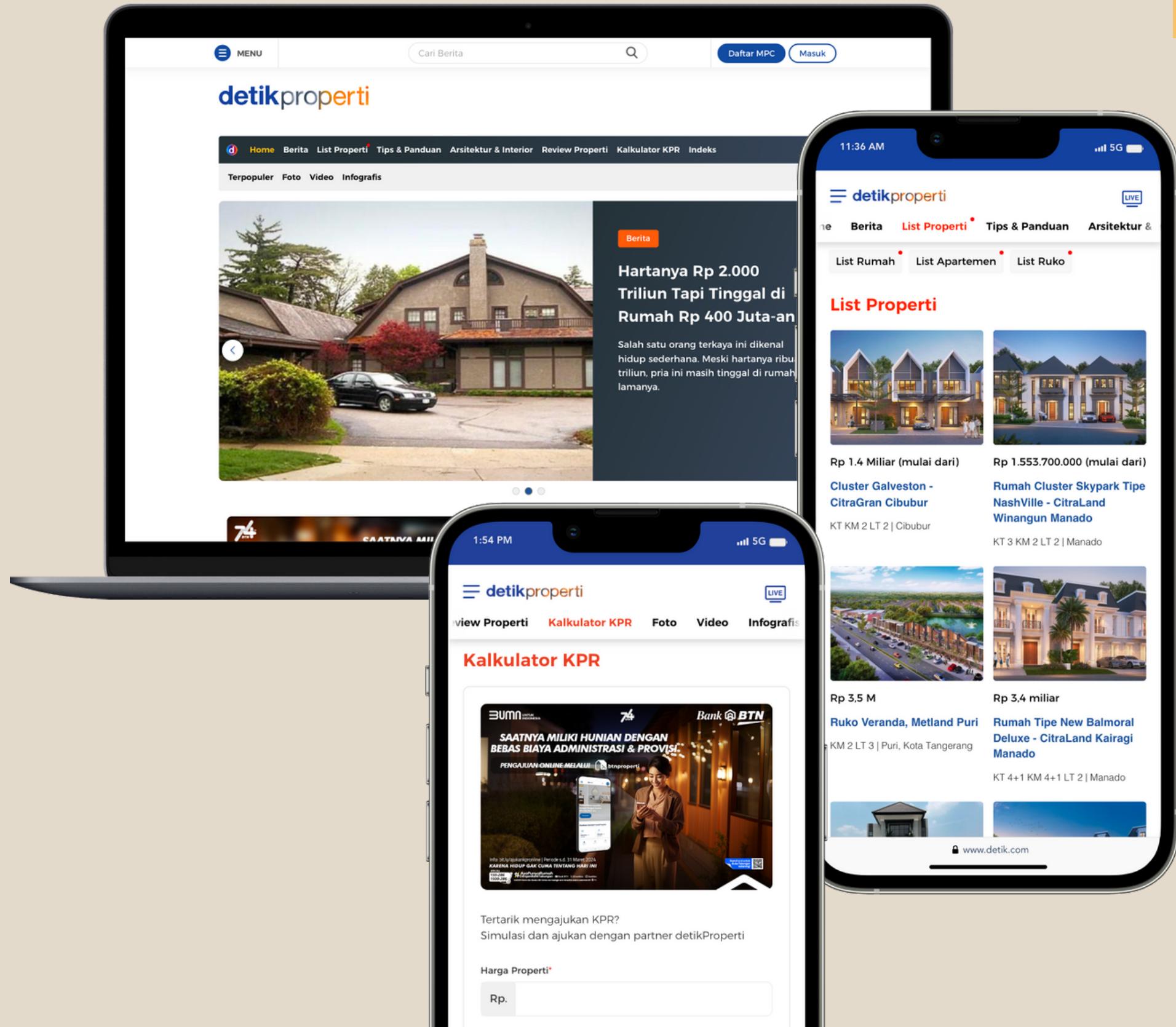
Overview

We offer a unique feature for users seeking to transfer or migrate their stock portfolios across different securities platforms seamlessly.

Achievement

- Our platform boasts an average Monthly Active User (MAU) count of 100 users.
- We have forged a strategic partnership with GOTO (Gojek-Tokopedia), enabling us to distribute private stocks to their stakeholders and employees effectively.

Project on detikcom



DetikProperti

Realeased on Jul 2023

Overview

Introducing detikProperti, our new media channel dedicated to offering comprehensive property news, insightful guides, expert tips on architecture and interior design, as well as a sophisticated mortgage calculator simulation tool.

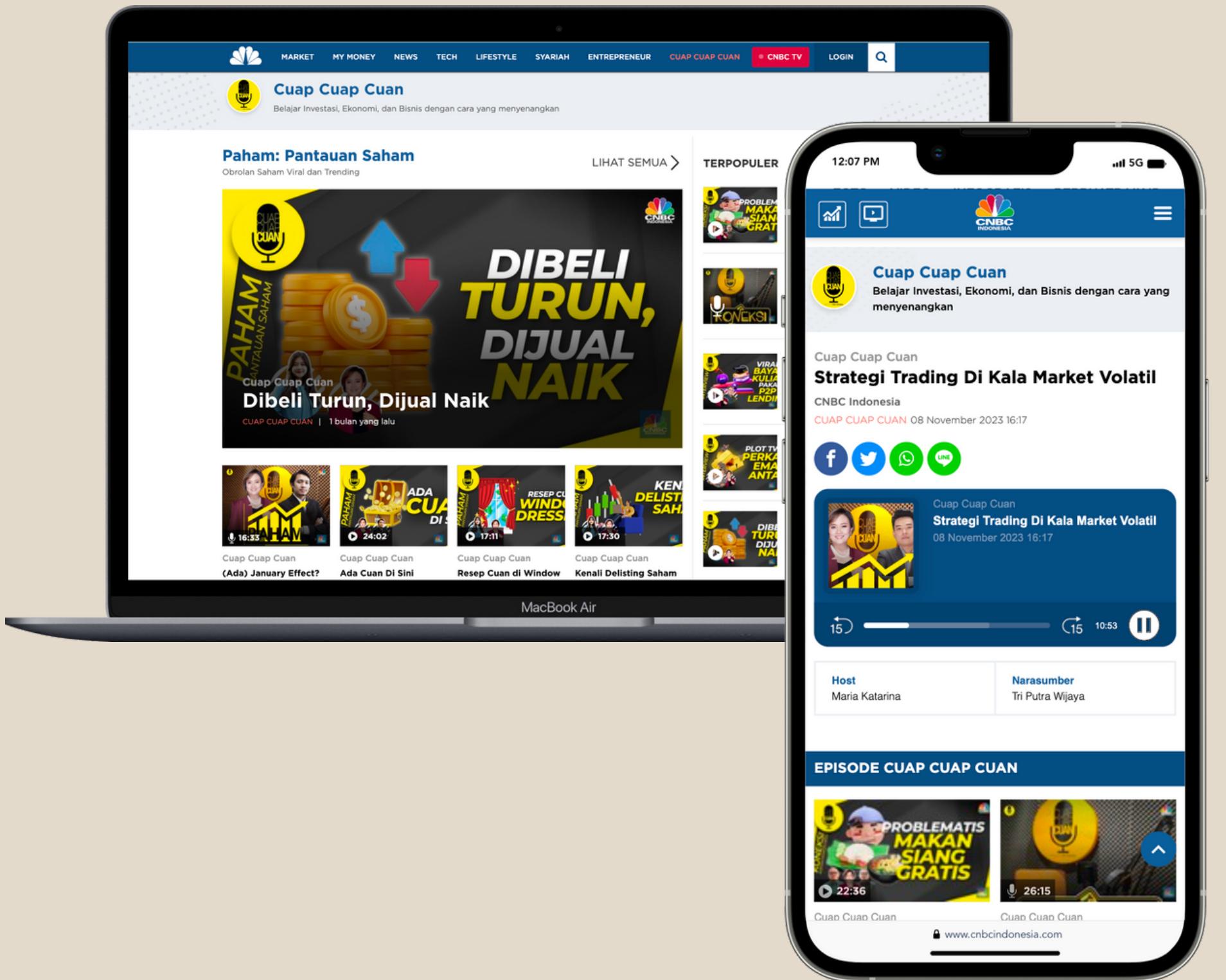
Achievement

- Reach 1.2 million traffic users in 2 weeks since its release
- Average DAU is 120K users, and average MAU is 2 Million users
- Partnership KPR with BUMN Bank
- More than hundreds of property listing advertisements



www.detik.com/properti

Project on **detikcom**



Podcast Cuap Cuan CNBC Indonesia

Realeased on Nov 2022

Overview

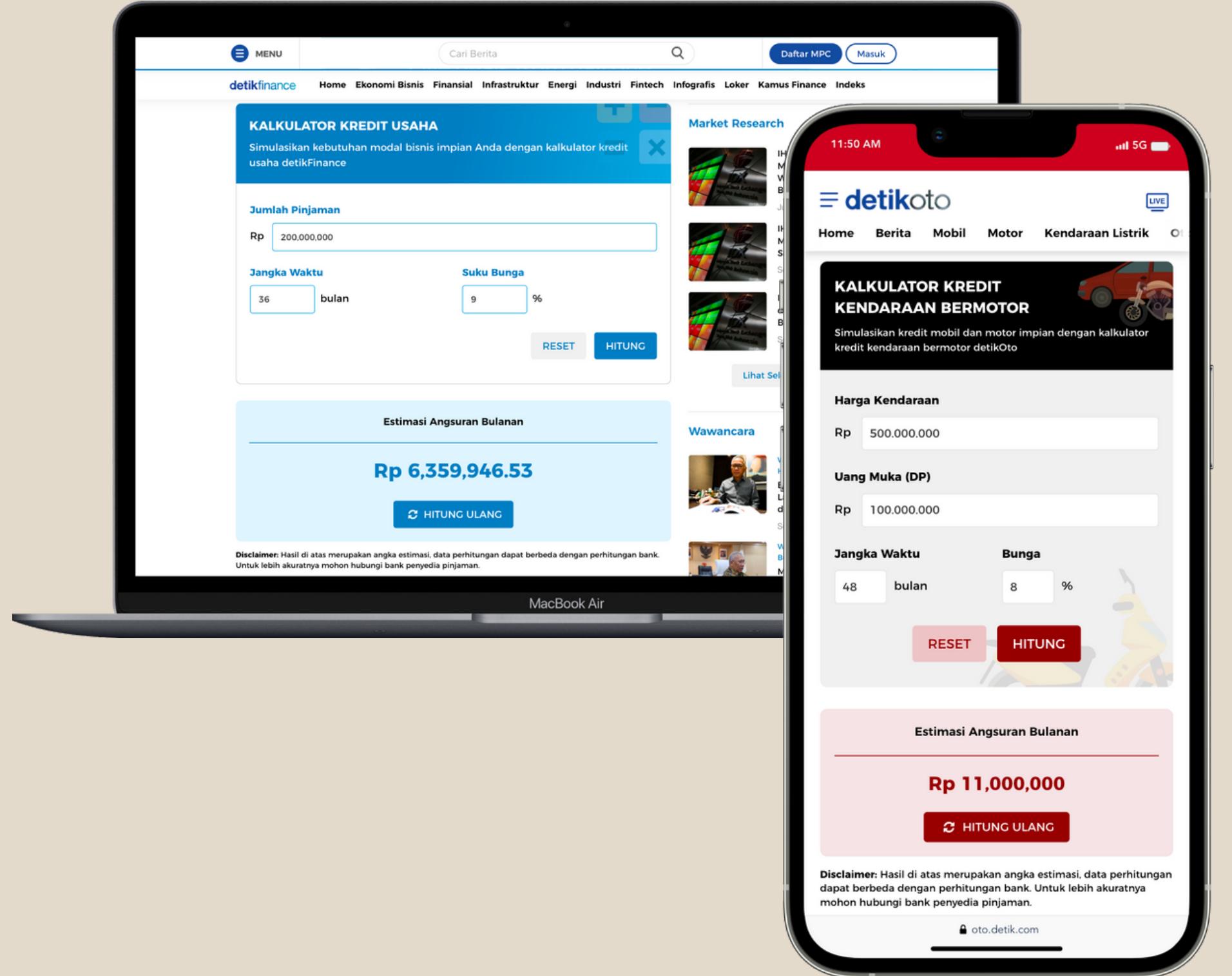
Audio and Podcast Video for investment enthusiast and beginner investor. We provide several programs and topics, general investment, stocks, mutual funds, hot moment of economic, and financial planning.

Achievement

Since its launch on CNBC Indonesia, our platform has experienced an astounding traffic growth of 424.2% within just 2 months. With an average of 2.5 million monthly active users engaged, we've successfully captivated a vast audience.

 www.cnbcindonesia.com/cuap-cuap-cuan

Project on detikcom



Credit Simulation Tools

Realeased on Feb 2023

Overview

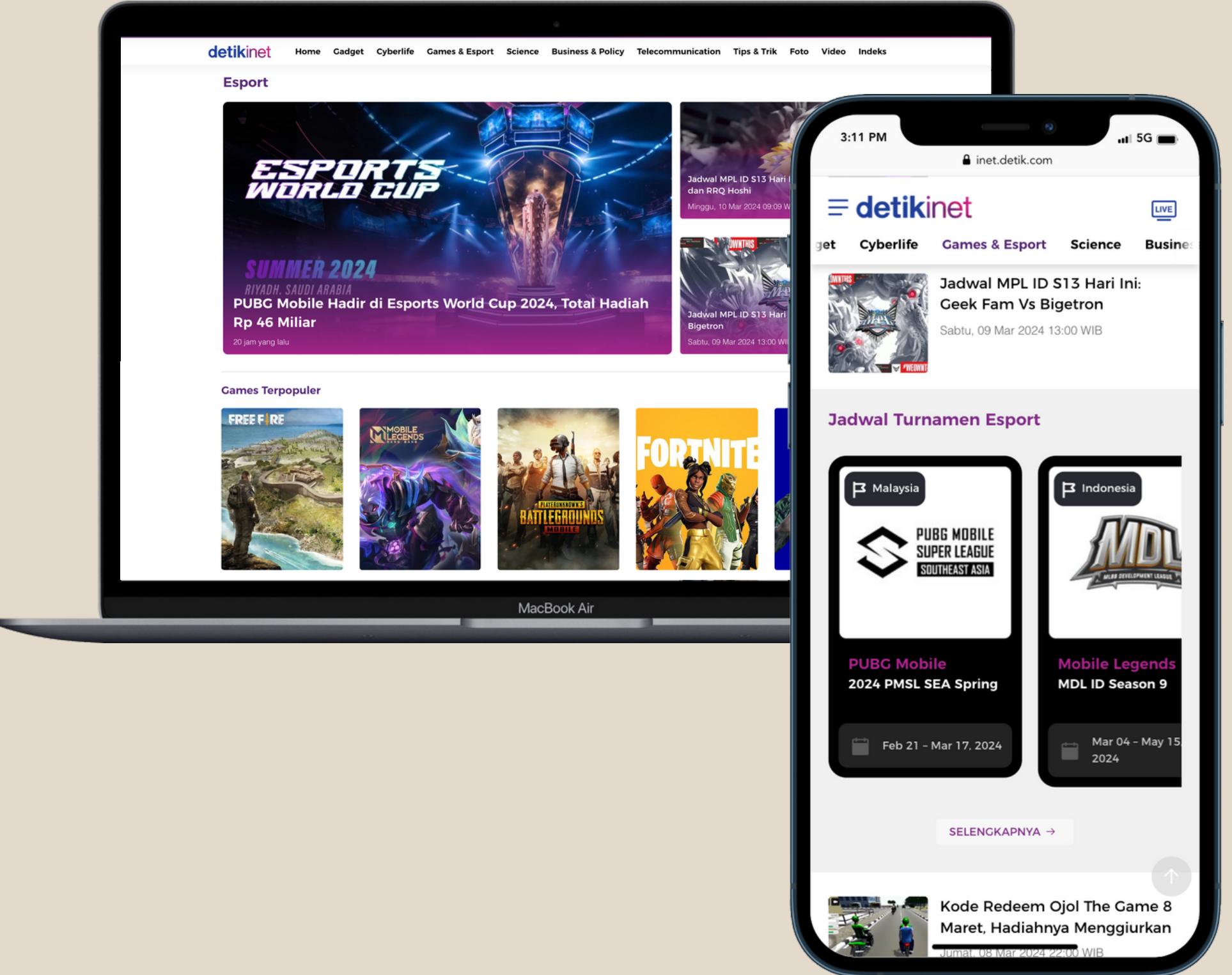
In addition to our media offerings for the business cluster, we provide specialized credit simulation tools, including "Kalkulator Kredit Kendaraan Bermotor detikOto" and "Kalkulator Kredit Usaha detikFinance." These tools empower users to make informed decisions regarding vehicle and business loans.

Achievement

- Average Monthly Active User count of 25,000 users who actively engage with our credit simulation tools.
- Partnership with several credit multi-finance.

 oto.detik.com/simulasi-kalkulator-kredit-kendaraan-bermotor
 finance.detik.com/simulasi-kalkulator-kredit-usaha

Project on **detikcom**



Games & Esport **detikNet**

Realeased on Feb 2024

Overview

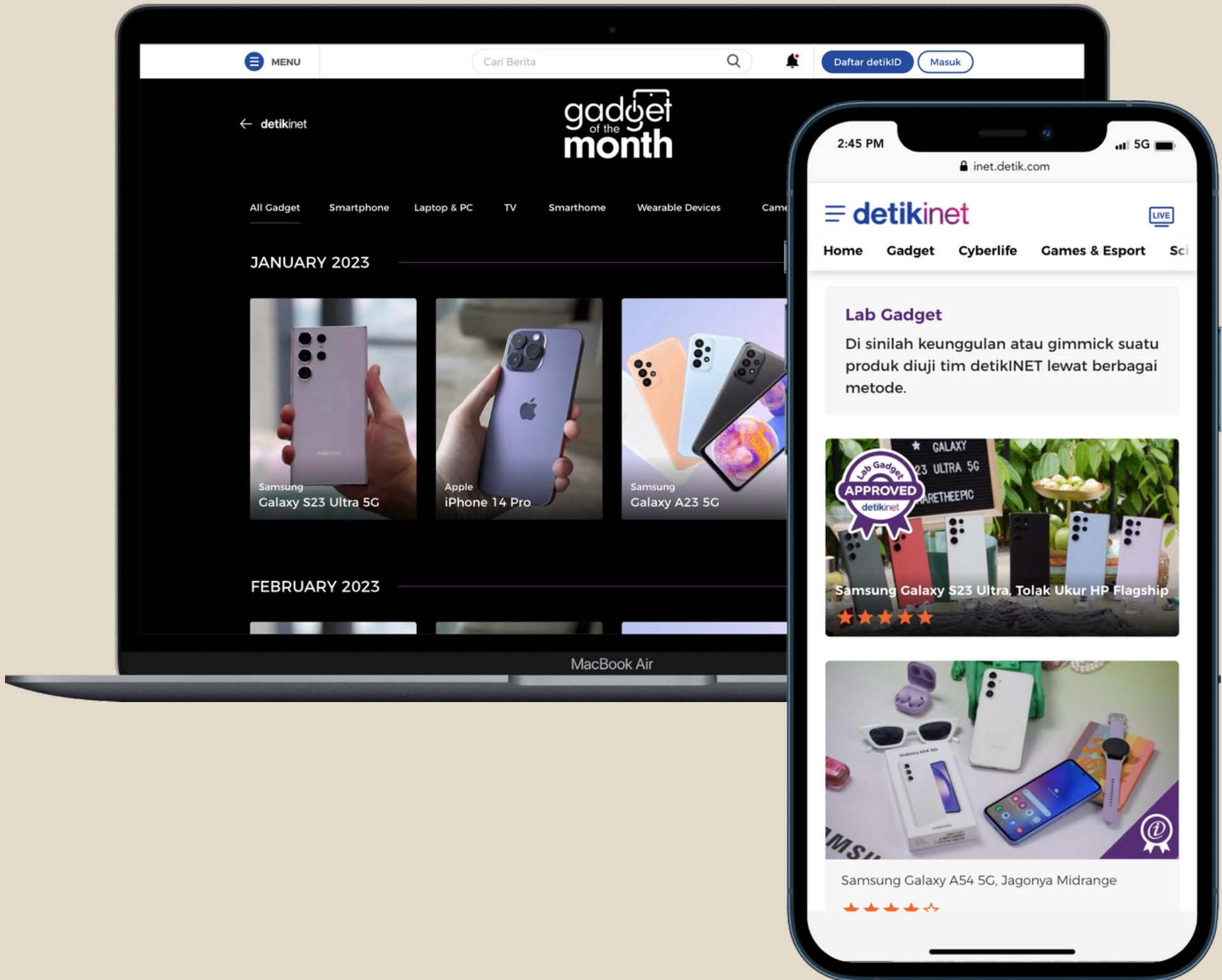
Introducing our latest platform channel, Games & Esports on detikNet. This enhancement offers a comprehensive collection of content dedicated to gaming and esports enthusiasts, including coverage of the most popular games and schedules for esports tournaments.

Achievement

We've achieved a remarkable 22% increase in user traffic. Additionally, we've established a strategic partnership with a prominent game publisher.

 inet.detik.com/games

Project on **detikcom**



Gadget of the Month & Lab Gadget

Realeased on Mar 2023 & Jan 2024

Overview

Introducing our platform catalog showcasing the best gadget brands, presented through exclusive content. Our platform offers in-depth reviews curated by our experts and editorial team, providing comprehensive details on all aspects, features, and specifications of the latest gadgets.

Achievement

With an impressive average Monthly Active User (MAU) count of 1 million users, we've solidified partnerships with leading gadget brands.

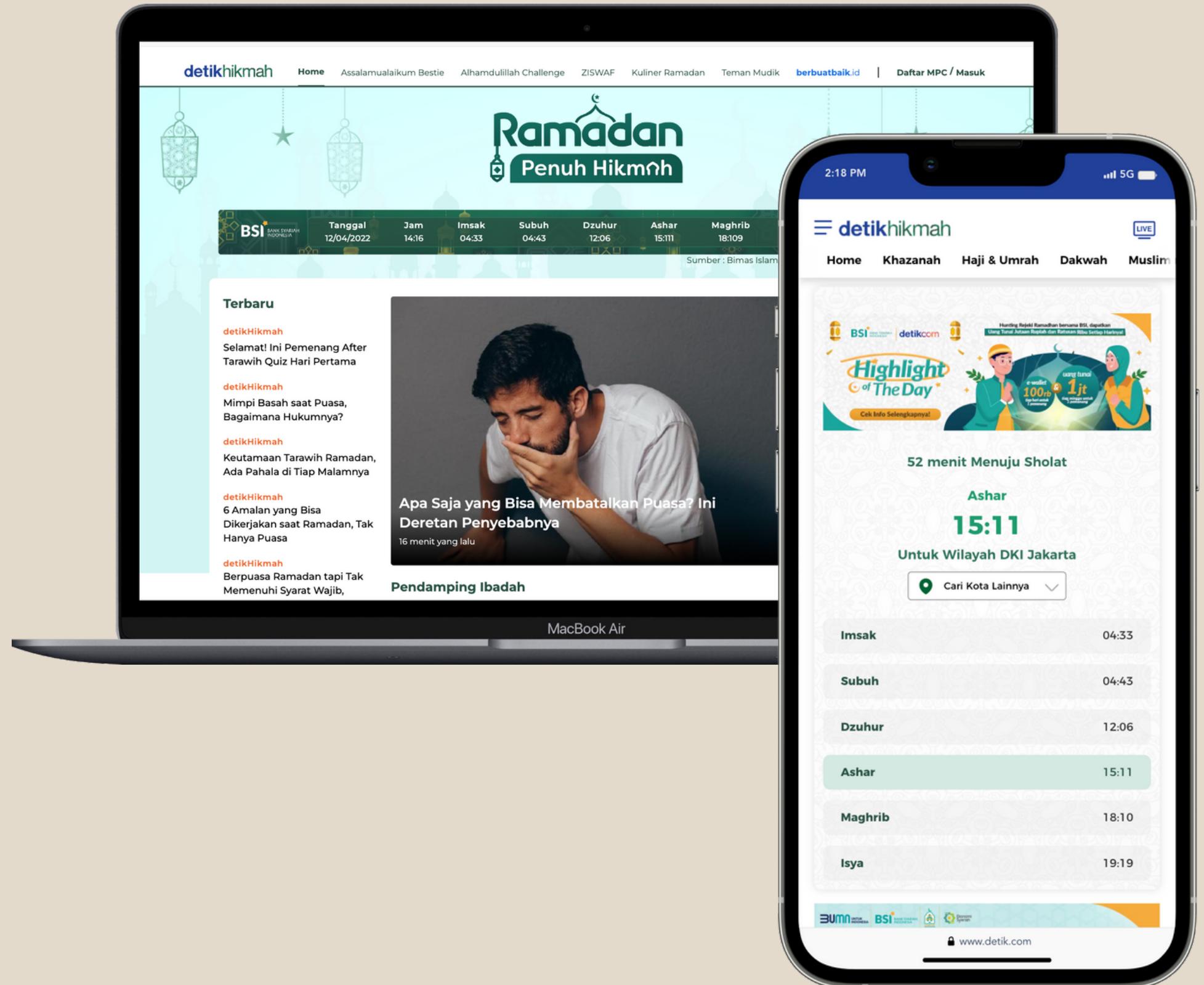


inet.detik.com/lab-gadget



inet.detik.com/gotm

Project on **detikcom**



DetikRamadan 2022

Realeased on Mar 2022

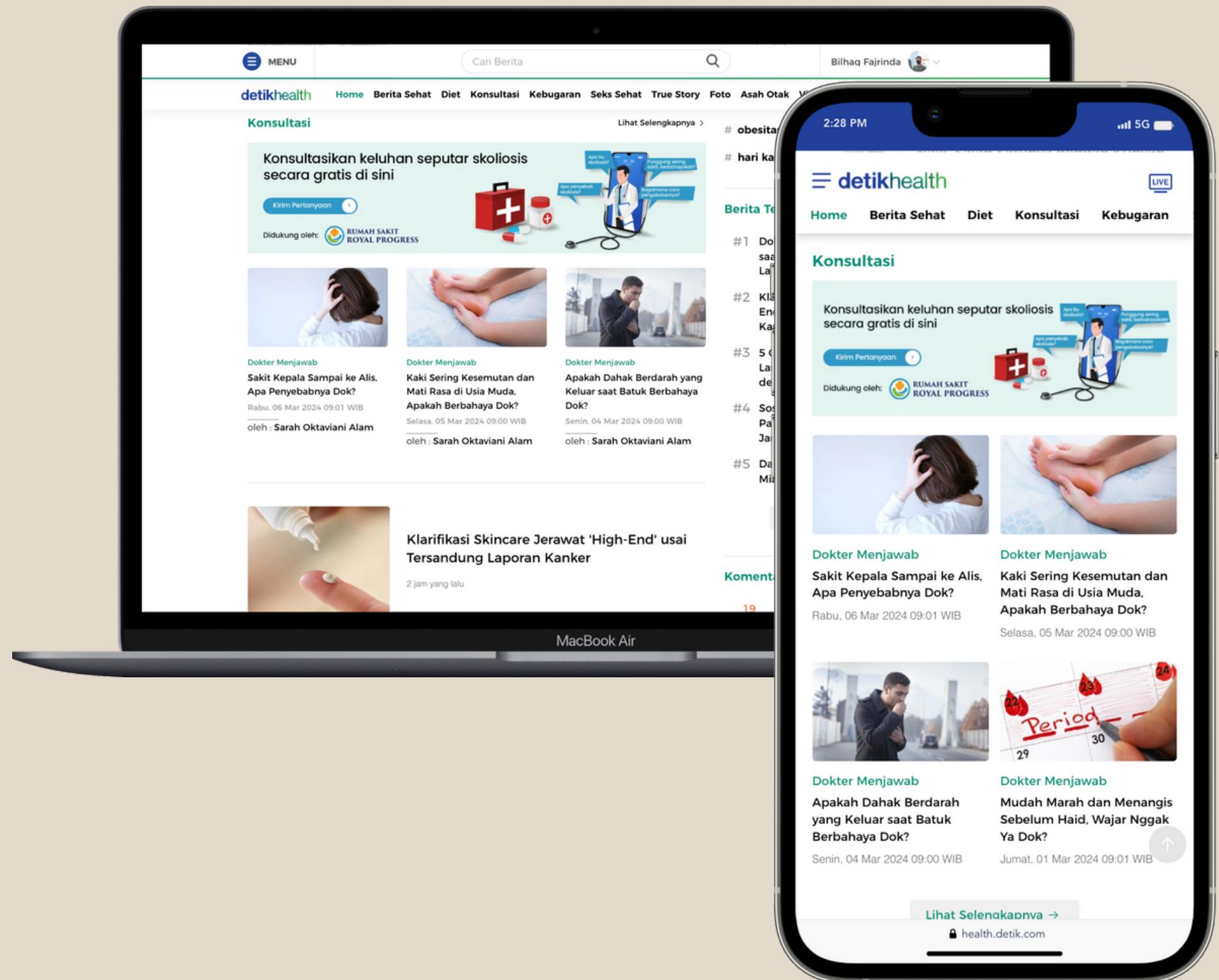
Overview

Introducing our microsite thematic for the Ramadan 2022 program. Our platform offers a plethora of content and moments related to Ramadan, including imsakiyah schedules, Ramadan guidelines, culinary recommendations and recipes, as well as zakat simulation and payment options facilitated by our partners.

Achievement

We've successfully garnered traffic from over 5.1 million users throughout the program period. Additionally, we've established partnerships with a state-owned bank and an FMCG company.

Project on **detikcom**



Konsultasi Dokter

Realeased on Dec 2022

Overview

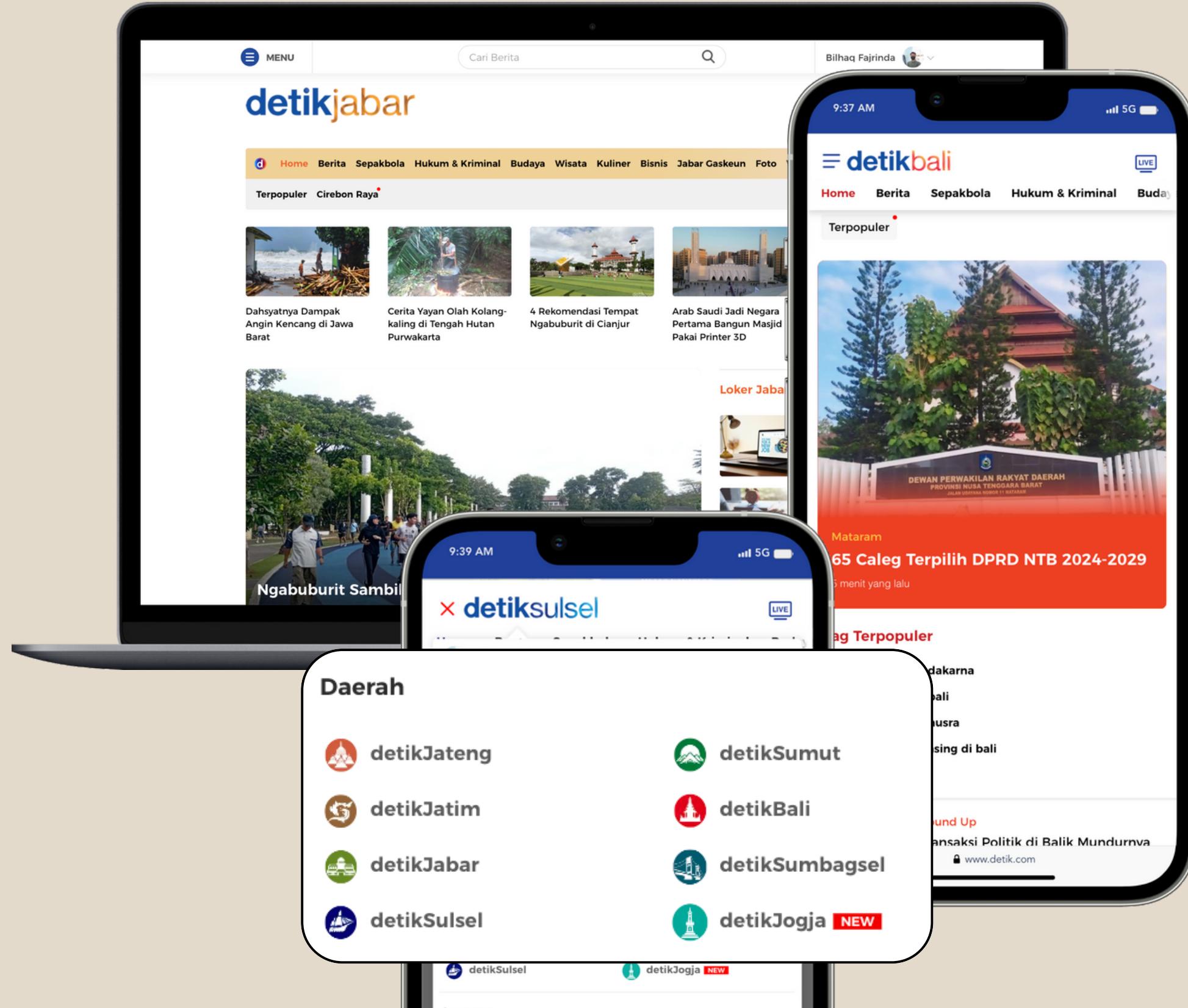
Introducing a new feature on DetikHealth, "Konsultasi Dokter" allows users to submit their consultations to doctors directly. This feature aims to provide users with access to professional medical advice and guidance.

Achievement

With an average Monthly Active User (MAU) count of 300,000 users engaging with our consultations content, we receive hundreds of submissions on a monthly basis. Furthermore, we've established partnerships with hospitals and specialist doctors.

 health.detik.com/konsultasi

Project on detikcom



detikRegional

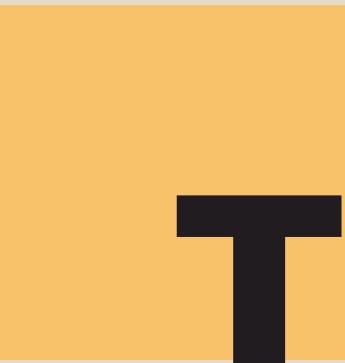
Realeased on Feb-Sep 2022 & Jul 2023

Overview

Introducing localized news channels on detikcom, we've launched several regional channels to cater to the diverse regional news readership. These include Jabar, Jateng, Bali, Sumut, Sulsel, Jogja, and Sumbagsel, extending our reach and providing comprehensive coverage of regional news.

Achievement

Our user base has experienced an impressive average monthly growth rate of 47.5%, driven by the expansion of localized news coverage.



**THANK
YOU.**

