

# Satrio Budiman

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## Education

### University of Indonesia, Indonesia

*Bachelors of Arts, Computational Linguistics (English Studies major), 2010 to 2014*

### University of Michigan

*Adapted credit for one-year transfer studentship program; Ann Arbor, Michigan, United States, 2012 to 2013*

## Work Experience

### REGIONAL ASSOCIATE, PERFORMANCE MARKETING, LAZADA GROUP

January 2016 - Present

- Managing Indonesia's search marketing through advanced online platform tracking (Google Adwords, Google Analytics, Adobe Analytics, Media Optimizer) to get scalable performance tracking and strategy planning & execution for greater Return on Investment (ROI).
- Initiating periodical portfolio for online (PPC) marketing for better quality score of the company's marketing campaigns perception among marketplace to obtain higher cost-efficiency (e.g. customer acquisition cost) and parameters (e.g. CLV, CPO, GMV, CR).
- Modelling, supervising, and assessing A/B testing and portfolio in gauging new customer experience and efficient customization in device tracking, automated bidding adjustment, and ads scheduling.

#### > Key Project *(accomplished on August 2016)*

**Objectives:** Restructure lead operation process for Indonesian and Singapore on ad-extension platform to attain more efficient workflow, less time-consuming execution, more accurate extension tagging, and greater return of investment (ROI).

#### **Key Achievements:**

- Indonesia and Singapore ad extensions are now more set up to beat up key competitors.
- Successful implementation on bulk operation for both countries' upcoming big campaigns achieved.
- Marketing efficiency parameters show more appreciable growth upon a day the project ends (quantification on parameters is under remaining study).
- Customer acquisition cost (CAC) efficated by 22% on attributed model within 2 weeks.

### ASSOCIATE, MARKETING BUSINESS INTELLIGENCE, LAZADA GROUP, INDONESIA

July 2015 - January 2016

- Conduct exploratory and inferential data operations for business development and marketing-related analysis for the purpose of accurate and confident decision-making in determining market opportunity, penetration strategy, and development roll out;
- Manage vital reporting and redefine optimized model over all parameters of complex economic

risk projection (PC1, PC2, and PC3) and P&L methodologies involving high affinity of advanced algebraic clustering and formulation to determine charge and discharge decision.

- Conduct framework analysis to determine pricing and assortment strategy and periodically monitor them to help leverage brand competitiveness among competitors.
- Lead A/B testing for new brands and product entrance to e-commerce scalability and adaptability as well as Back Testing for different types of assortment and marketing chain.

> **Key Project** (*accomplished on December 2015*)

**Objectives:** Modelling Indonesia P&L portfolio management for Operations Department to control post-order processing termed ***delivery leakage*** (fluctuating cancellation rate, fake/ghostly order, delivery fraud, and lead-time cost)

**Key Achievements:**

- Established deck and dashboard become the main model and are adopted by other countries for long-term run to help leverage functional decision.
- Ascertainment on delivery leakage which cost the company approximately 56% of gross merchandise value (GMV) per month.
- Cost by delivery leakage is optimally reduced to achieve ~10% above the target in KPI within 2 months and 6% CAGR on GMV.

**BUSINESS ANALYST, MCKINSEY & COMPANY**

April 2014 - June 2015

- Formulate market penetration strategy and transformation modelling for state-owned enterprises in different sectors (telecommunication technology, oil and gas companies, and food and retail industries).
- Develop market-entrance formulation and sales optimization toward leading food chain retailers in Indonesia.
- Due diligence and market sizing while facilitating foreign partner industries in expanding wide-open supply chain across Indonesia.

> **Key Project** (*accomplished on December 2014*)

**Objectives:** Entering new market for long term evolution (LTE) 4G feature in a biggest telco company in the country while maintain accumulative profitability in more than 37% within 3 months.

**Key Achievements:**

- Successful launch of 4G LTE by employing stain analysis and market research.
- Actual implementation cost is cut by far 10% more efficient against estimated scenario, and controlled profitability reaches above 45% within 2 months achieved.
- Recommendations and deliverables are rolled out successfully and acknowledged as key differentiator from other competitors.

## Honors and Awards

- Asian Law Students Association (ALSA) at the University of Indonesia, Speaker and Adjudicator awards, 2015.

- Speaker for "Writing Academic Essay for Undergraduate Students at the University of Indonesia, School of Mathematics and Natural Sciences" Workshop, *2014*.
- Australia National University (ANU) in ANU-Indonesia Gifted Research Program, *2014*.
- Asia Pacific Student Forum by Universal Youth Alliance, *2013*.
- Dean's List at the University of Indonesia, *2013*.
- Interfaith Ambassador by UNESCO Indonesia and Embassy of the United States of America (USA), *2013*.
- ASEAN Economic Community Competition, *2013*.
- Honorable Mention in English Debating Championship, *March 2011*.
- Bidik Misi Scholarship Awardee, Ministry of Education, Republic of Indonesia, *2010*.
- National Science Olympiad 2008 (Physics), *2008*.
- Best Thermodynamic Remodeling and Concepting Delegate in National Physics Olympiad, *2008*.
- National Science Olympiad 2007 (Astronomy), *2007*.