# Diga Simorangkir

More than 7 year experiences in software development offering skills in many platform and programming languages.

Advance in project management tools, Processes, and techniques.

Proficient in analysis, ranging from IT product to business. Proven planner and strategist with big ideas. Rather than just planning and making strategy, I do the execution.

Passionate in online marketing, skilled in SEO until CRM. A skilled communicator.

Not a boss, just an effective leader. Committed to teach, love to learn.

Highly professional, Perfectionist, Innovative, Creative, Independent, enthusiast, and humorous person.

## HERE IS MY PRIVATE INFORMATION

| | |
|---|---|
| Full Name | Diga Badia Simorangkir |
| Place, Date Born | Pontianak, September 30, 1990 |
| Address | Jalan Bungur Besar No. 54e, kemayoran, Jakarta. |
| Mobile | (+62)822 99 130 999 |
| Email | Diga.B.Simorangkir@gmail.com |

## I AM AN EDUCATED GENTLEMAN, AND HERE IS THE DETAILS

**Gunadarma University** **Bachelor of Computer Science in Information Systems**

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|---|---|
| January 2012 | Focusing in software & System development |
| June 2010 | GPA: 3.31 |

**SMAN 5 jakarta for High-School**

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|---|---|
| June 2007 | Focusing in sciences |
| July 2004 | |

**BPK Penabur 1 Jakarta for Elementary and Junior High School**

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|---|---|
| June 2004 | Graduated from junior high school |
| June 2001 | Graduated from Elementary school |

# I AM CURRENTLY AND WAS AN EMPLOYEE OF THIS GUYS.

*Ps: detail of all the software development projects I mention below, will be explained in the **Projects Section***

**Nusatrip -** IT Product & Business Development Manager (January 2014 – present)

*NusaTrip.com is The First online travel agency in Indonesia, Running from October 2012.*

Join Nusatrip at January 2014 as an IT Product & business Development manager, I responsible for building the IT product line and growing the business. With a great guidance from the CEO, Mr. Hans Ebenhan a Former Product director at EBay, and with a great teamwork from the product & business development team, we success to:

+ Put together the overall user experience (UX) strategy and design to improve the usability and accessibility to enhance user satisfaction.

+ Established the overall online marketing strategy from developing the high-conversion landing pages to paid search campaigns (Google AdWords & Bing Ads).

+ Transformed the key selling product to focus not just to the domestic destination but to the international flights destination and Hotels too, which make Nusatrip be the most complete International and Domestic choice OTA in Indonesia, and be the first OTA in Indonesia whose accredited IATA.

+ Put the new ATM Transfer and SMS option to the payment system. Which is be the first in the industry in Indonesia, and increased the user satisfaction and income by up to 20%.

+ Designed and lead the development of a web-based transaction process which improved the web performance by up to 50%.

+ Managed the complete development life cycle of a web-based Nusatrip-dashboard presenting large amounts of data collected and analyzed from the transactions.

+ Put a new marketing strategy and CR strategy, which is increased income and engaged customers up to 30% in three-months, and be *the IATA TOP 15 travel agency in Asia*.

+ Lead the website integration via Web API to one of the most advanced controllers in the industry and launched the new product in market in eight months

**Watsons Asia -** Product Owner of Watsons South-East Asia E-Commerce (June 2013 – January 2014)

As I got promoted to be a Product Owner in Watsons Asia, I responsible for the *Watsons South-East Asia E-commerce* and,

+ Collaborate with all stakeholders as well as the project team to create and maintain release roadmaps based on projected team velocity, estimated size of features, and business priority

+ Put together the overall user experience (UX) strategy and design to improve the usability and accessibility using the latest technology in the industry.

+ Managing a team of Developers, UX Designers, QA Testers and Content Editors.

+ Setting and maintaining detailed short and long term timelines and managing the project backlog.

+ Participate in sizing meetings, planning meetings, daily Scrums, sprint reviews, and team retrospectives.

+ Inspect the product progress at the end of every sprint to accept or reject completed work.

We success to finish the whole ecommerce in 4 months, and I lead the implementation in Singapore, Malaysia, and Thailand.

**Watsons Indonesia -** IT Store System & Development Supervisor (August 2012 – May 2013)

Watsons is the leading health & beauty retail company in Asia & Europe, part of Hutchison Group. Watsons Indonesia, established under the flag of PT. Duta Inti Daya and have around 50 stores in Sumatra, Bali, and Java.

Join Watsons Indonesia in August 2012 As a Store system & Development Supervisor, I responsible to lead the Store system & Development team. We responsible for the day to day troubleshooting for all stores, and develop new software and system for the company needs.

In Eight-Months we success to,

+ Established and enhanced the whole store system for transaction data, using a new scenario.

+ Build a new Disaster Recovery Planning for Store System.

+ Managed the complete development life cycle of a web-based *Watsons Retail Management Information System (Watsons RMIS)* presenting large amounts of data collected and analyzed from the retail transactions.

+ Managed the complete development life cycle of a web-based *Warehouse Internal System (Wins)* presenting the whole management system dashboard for Watsons Warehouse.

**Puspa Pharma Group -** Senior Programmer Supervisor (March 2010 – August 2012)

Puspa Pharma is one of leading companies in pharmacist industry. Run several company in manufacture and distribution sector.

Join as a senior programmer and R&D supervisor in Puspa Pharma, I lead the System Research and Development team (Sub Division of IT Department). With help from a database administrator, 3 Programmers and 2 junior Programmers as my team, we maintain and develop the existing Software, developing new software and Maintaining the Database for the Company and employee Needs.

When the company decide to use ISO 9001:2008 for they work flow, the BOD decided to develop a new web-based complete ERP based on the ISO 9001:2008, *Quality Management System (QMS)*.

With help from an ERP security Consultant and a Data consultant, we success to build it from scratch in 21-months.

**Zetacomm -** IT Specialist (Freelance employee, July 2009 – December 2009)

Zetacomm is a Telco company, offering services for the telecommunication and cellular industry.

When working in Yahoo Indonesia, I join Zetacomm as a free-lance IT specialist for six-month. They hired me to help them develop a new ERP for their company.

What I do is put together the overall user requirements and design the whole software and development plan to meet the user needs. I also made the testing scenario for the QA person (they just have one person in charge for this task). And help the project leader to monitoring, maintain and control the progress.

**Yahoo Indonesia –** Programmer (January 2008 – March 2010)

Yahoo is …, I think we all know who is yahoo.

Join yahoo Indonesia as a junior programmer in January 2008, while I am still in college, I be part of the Web-site development team. We responsible for the web-site enchantment, updating the web-site to meet the yahoo standardization, fulfill the marketing needs on the website contents, and the other things about the website development and troubleshooting.

When yahoo Indonesia developing the yahoo Koprol, I was part of the first Koprol team, and join this team for 6 months until I got promoted to be a senior programmer and back in charge in yahoo Indonesia Web-site development team.

## Software Development

| Programming Language | + ASP.Net<br>+ VB.Net<br>+ C#.Net<br>+ PHP<br>+ HTML<br>+ CSS<br>+ Ajax | + Java Script<br>+ JQuery<br>+ JSon<br>+ Magento<br>+ SAP ABAP<br>+ Bootstrap<br>+ WooCommerce |
|---|---|---|
| Database | + Ms. SQL Server (2000, 2005, 2008, 2012, 2014)<br>+ MySQL<br>+ Oracle | + Ms. Access<br>+ MongoDB<br>+ NoSQL |
| Reporting tools | + Crystal Report<br>+ Jasper Report<br>+ Ms. SQL Server Report | |
| Development Tools | + SubVersion<br>+ GIT<br>+ CVS | |

## System And Server

| Server Management | + Ms. Exchange<br>+ Active Directory<br>+ Web, Database, and Application Server | + FTP Server<br>+ File Sharing<br>+ DNS Server<br>+ DHCP Server |
|---|---|---|
| Operating System | + Microsoft Windows<br>+ Mac OS<br>+ Linux (Centos, Fedora, RedHat, Ubuntu) | + Unix<br>+ Microsoft Windows Server<br>+ Linux Server (Centos, Fedora) |
| Network Management | + Network Topology<br>+ Access Point<br>+ Mikrotik Configuration and Management | + VPN<br>+ Wi-Fi/Hotspot Management<br>+ TCP/IP<br>+ Bandwidth Management |

## Applications

| | |
|---|---|
| + MS. Office | + Adobe Bridge |
| + SAP Business One | + Adobe Firework |
| + Macromedia Flash | + Adobe Dreamweaver |
| + Corel Draw | + Adobe Premier Pro |
| + Adobe Photoshop | + Adobe After Effect |
| + Adobe Illustrator | + Google Sketch Up |

## HERE IS WHAT I KNOW ABOUT MANAGEMENT, BUSINESS AND MARKETING

+ Project Scheduling & Time Management
+ Team Management
+ Budget Management
+ Risk Management
+ Task & Quality Management
+ Product Management
+ Customer Relationship Management (CRM)
+ InBound Marketing Methodology
+ Market analysis

+ Content Management
+ Social Media marketing
+ Search Engine Optimizing (SEO)
+ Google AdWords
+  Google Analytics for mobile-apps and Website
+ Business analysis, strategy, and Development
+ I know how to play with Ms. Projects
+ SCRUM Methodology
+ Jira with Agile Methodology

## PLEASE LET ME TELL YOU A LITTLE  STORY ABOUT *"ME"*

There is a man I know very well, I always call him *me*. He can be fun, he can be rude, depends on how we treat this dude. When it comes to work, he is being perfectionist. Don't ever try to mess the plan, or you'll see him play the antagonist. He is funny, not as funny as Jim Carey. But at least he can make it chill when things turn to be scary. He committed to teach his underlings, and he love to learn about anything. He is a fighter. He just want to win and don't care who get the honor. When you have a problem, just ring his phone. He will help you to find The Rosetta stone. He has personal skills, he use it to pay his bills. I have the details with the skill meters. Here it is, you can see it if you think its important matters,

| | | | |
|---|---|---|---|
| Public speaking | ★★★★★★ | Innovative | ★★★★★ |
| Negotiation | ★★★★★★ | Team Work | ★★★★★★★ |
| Critical Thinking | ★★★★★★ | Humorous | ★★★★★★ |

## Watsons E-Commerce



**Watsons Singapore**

www.watsons.com.sg

**Watsons Thailand**

www.watsons.co.th

**Watsons Malaysia**

www.watsons.com.my

As a product owner, I work together with the project leader to lead the development team. We build this ecommerce from scratch using Magento, PHP, JavaScript and Bootstrap. Create a new concept in ordering and delivery system which is increasing the delivery performance by up to 45%. The Ecommerce has been launch in Singapore, Thailand, Malaysia, and Filipina.

## Watsons's RMIS & Wins



**Watsons Retail Management Information System (Watsons RMIS)** is an ERP for Retail's Store System. It is presenting the whole sales management system, start from reporting, sales analysis, product analysis, stock management, until data management.

**Watsons Warehouse Internal System (Watsons Wins)** is a desktop-based ERP for Retail's Warehousing System. Presenting the whole management system dashboard for Watsons Warehouse from ordering, receipt, until delivery.

## Puspa Pharma's QMS



Puspa Pharma's Quality Management System is a complete Web-Based ERP for work management, based on ISO 9001:2008, developed for Puspa Pharma group. This ERP Consists of:

+ HRMS (Human Resources Management System) For HRD
+ AMS (Asset Management System) for GAD
+ AFS (Accounting-Finance System – including SAP report interface) for Accounting & Finance Department
+ SMARS(Sales Management, Analysis and Reporting System) For Marketing, Product Management, and MS Department
+ WIMSS (Warehousing Internal, Manufacture, and Stock management System) for Supply Chain and Production Department.

As a project leader I lead a team consists of 1 UI/UX Designer & 4 programmer. With help from third party consultants (a database consultant & an UI/UX consultant), we develop this ERP in 21 months from scratch to *ready to use product*.

## Others



**Puspa Pharma Company Profile Website**
**www.PuspaPharma.com**



**Waykambas Branding Company Profile Website**
**www.waykambasbranding.com**



**Ecommerce for *portee goods* where the customer can design their own shoes.**
**www.porteegoods.com**

# I LOVE TO LEARN, I HAVE A LOT OF COURSES AND TRAINING

## Courses, Workshops, and Certifications

| | | |
|---|---|---|
| December 2007 | Building Web Server Using Linux | **LabKom Universitas Indonesia** |
| May 2008 | Web Programming Using PHP and MySQL | **LabKom Universitas Indonesia** |
| June 2008 | Introduction to Oracle: SQL and PL/SQL | **LabKom Universitas Indonesia** |
| July 2008 | Visual Basic Programming with Database SQL Server | **LabKom Universitas Indonesia** |
| November 2008 | Oracle: SQL and Extended SQL with Programming Feature Advanced PL/SQL | **LabKom Universitas Indonesia** |
| June 2010 | Implementing and Maintaining Microsoft SQL Server 2008 Reporting Services | **Inixindo** |
| February 2011 | Web Designing with HTML 5 & CSS 3 | **BrainMatics** |
| November 2011 | Advanced Search Engine marketing and Top SEO Placement | **Asia Search Engine Academy** |
| February 2012 | Microsoft Certified Professional Developer (MCDP): Silverlight Developer 4 | ***Microsoft Certification*** |
| April 2012 | Siebel Certified IS Business Analyst | ***Siebel*** |
| February 2013 | Advanced Power Searching with Google | ***Google Academy*** |
| | Microsoft Technology Associate: Web Development Fundamentals | ***Microsoft Certification*** |
| March 2013 | Developing Innovative Ideas for New Companies | ***The University of Maryland trough Coursera*** |
| August 2013 | Certified Scrum Master (CSM) | ***Scrum Alliance*** |
| September 2013 | Systems Analysis | ***Brain Bench*** |
| January 2014 | Advance in Selling Online | ***HP LIFE e-Learning*** |
| February 2014 | Critical Thinking in Global Challenges | ***The University of Edinburgh trough Coursera*** |
| March 2014 | Content Strategy for Professionals: Engaging Audiences for Your Organization | ***Coursera*** |
| April 2014 | Programming Mobile Applications for Android Handled Systems | ***University of Maryland trough Coursera*** |
| May 2014 | New Models of Business in Society | ***Coursera*** |
| August 2014 | Foundations of Business Strategy | ***Coursera*** |
| October 2014 | SAS Statistical IS Business Analyst Using SAS 9: Regression and Modeling | ***SAS Institute*** |
| December 2014 | Social Entrepreneurship | ***Copenhagen Business School trough Coursera*** |
| February 2015 | Innovation for Entrepreneurs: From Idea to Marketplace | ***University of Maryland trough Coursera*** |
| March 2015 | Customer Relationship Management (CRM) | ***HP LIFE e-Learning*** |

| | | |
|---|---|---|
| | Google AdWords Qualified | *Google AdWords* |
| April 2015 | Effective Business Websites | *HP LIFE e-Learning* |
| | Advance Social Media Marketing | *HP LIFE e-Learning* |
| June 2015 | Google Analytics Qualified | *Google Analytics Academy* |
| | IS Business Analysis: Introduction to Requirements Analysis | *Skill Soft with Standards of PMI* |
| July 2015 | The Art of Negotiation | *University of California trough Coursera* |
| August 2015 | Mobile App Analytic Fundamentals | *Google Analytics Academy* |
| September 2015 | Project Management: The Basics for Success | *University of California trough Coursera* |
| October 2015 | Certified Social Media Strategist | *Social Media Academy* |
| | Entrepreneurial Strategic Management | *The University of Mexico trough Coursera* |
| | Fundamentals of Project Planning and Management | *The University of Virginia trough Coursera* |
| | Digital Analytics Fundamentals | *Google Analytics Academy* |
| November 2015 | High Performance Collaboration: Leadership, Teamwork, and Negotiation | *Northwen University trough Coursera* |
| | Marketing in Digital World | *University of Illinois trough Coursera* |
| December 2015 | Inbound Marketing Methodology | *InBound Marketing- HubSpot Academy* |
| | New Product Development Professional | *The Product Development And Management Association (PDMA)* |
| February 2016 | Inbound Marketing Certified Professional | *InBound Marketing- HubSpot Academy* |
| March 2016 | Brand and Product Management | *IE Business School trough Coursera* |
| April 2016 | Software Product Management | *Coursera* |

## Internship

+ *Indosat*, October 2007 – December 2007

## The Certificate



System-Analysis



The Art Of Negotiation

Advanced SEO Certificate



Brand and Product Management



CITBA



Content Strategy



Critical Thinking in Global Challenges



CRM



CSM



CSMS



Developing Innovative Ideas for New Company



Effective Business Website



Enterpreuneurial Strategic Management



Foundations Of Business strategy - Coursera

High Performance Collaboration - Leadership, Teamwork, and Negotiation


Inboun CP


InBound


Innovation For Enterpreuners - From Idea To Marketplace


IT BAORA


Marketing in Digital World


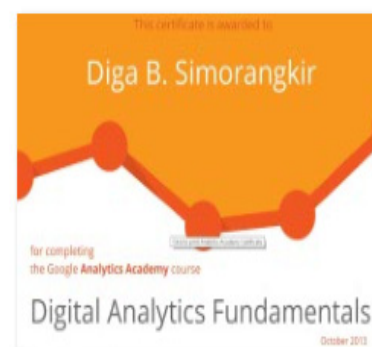Fundamentals of Project Planning and Management


Google AdWords


Google Analytics Certificate


Google APS


Google Digital Analytics Fundamentals


Google Mobile App Analytics Fundamentals Certificate

MCITP



MCPD



MTA



New Mode of Business Society



NPDP



Programming Mobile Applications for Android Handled Systems



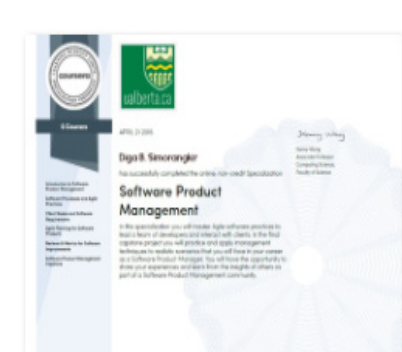Project management - The Basic For Success



SAS CBA



Selling Online



Social Entrepreneurship



SOCIAL MEDIA MARKETING



SPM Coursera