

Mia Putri Aulia Setyowati

miapaulise@gmail.com | 087810305115 | bit.ly/ProductPortoMia
linkedin.com/in/miaputriaulia/ | Jakarta

PROFILE

Mathematics graduate with a thesis demonstrating a 2.5% profit increase through optimized bakery product planning, showcasing analytical and problem-solving skills. Launched a small beverage business, managing product development from concept to sales, resulting in over 20+ orders and generating IDR 800.000 in revenue through online fundraising. As a driven individual, she is committed to digging deeper into product management and marketing strategy, including content creation, partnerships, data analysis, and is eager to apply her transferable skills in a growth industry.

SKILLS

Skillset – Product Management, Cross-functional Collaborations, Project Planning, Requirements Gathering, Creative Problem Solving, Analytical Thinking, Timeline Management, Project Documentation, Data Analyst

Toolset – Microsoft Office, Notion, Figma, Canva

Language – Indonesian (native proficiency), English (limited working proficiency, DET: [120/160](#))

EDUCATION

Brawijaya University, Mathematics

2021 – 2025

CGPA: 3.58/4.00 [[Transcript](#)], [[Provisional Certificate of Graduation](#)]

- Graduated with distinction in 3.5 years of study
- Bachelor Thesis: Optimization of Bakery Production Planning Using Preemptive Weighted Goal Programming (Case Study: Amazing Cookies). This study's goals are to maximize profit, production quantity, and machine utilization while minimizing raw material use and employee hours. Using the modified simplex method and Microsoft Excel as a calculation tool, the results indicate a profit increase of 2.5% by boosting lidah kucing cookie production despite requiring additional raw materials and production time.
- Relevant courses: Operation research, Kapita Selecta of Operation Research, Mathematics for Economic and Business, Financial Mathematics, Introduction to Data Mining, Database System.

RELEVANT EXPERIENCES

PT Tiki Jalur Nugraha Ekakurir

Jul 2024 – Aug 2024

Organization Development Intern

- Evaluated employee performane for 11.635 IDs across 17 groups using Microsoft Excel over two days.
- Reviewed and entered over 100 candidate roles in the Smart HC database, ensuring they age, education, experience duration, and other relevant requirements based on current standards.

Bangkit Academy – Google, Tokopedia, Gojek, & Traveloka

Feb 2024 – June 2024

Machine Learning Cohort

- Collaborated with cross-functional teams, including cloud computing and mobile development, to defined product requirements and creating detailed product specifications.
- Consulted with the project management advisor from Bangkit; recognized as one of the active team members during mentoring.
- Defined product's main objective and assessed resource requirements using Kaggle and Github.
- Worked with the machine learning team to develop a [predictive model in Python](#), achieving accuracy to 83%.

Malam Puncak Apresiasi – BEM FMIPA UB

Aug 2023 – Dec 2023

Online Fundraising Administrator

- Developed four pricing packages for paid promotions, based on market research, total followers of committees, and benchmarking against similar university events.
- Worked with the Steering Committee to developed structured Standard Operating Procedures (SOPs) for pricing, fines, guidelines, and workflows for both committees and customers.
- Handled customer inquiries and managed 58 paid promotions, ensuring timely uploads and issuing fines for late postings.
- Generated IDR 800.000 in revenue including both paid promotions and fines.
- Maintained documentation of all paid promote activities, including schedules, customer details, and payment information in Google Spreadsheet.

Staff

- Developed a user-centric [practical handbook](#), addressing common challenges in real life scenarios.
- Coordinated with stakeholders, including the village leader and youth organization leader to discuss project execution and aligning with user needs.
- Conducted a Microsoft Word training session for 32 participants, ranging from primary school level to college students.

PROJECT EXPERIENCES**Glomouette****Jun 2021***Self-employed watermelon milk business*

- Conducted research and developed watermelon milk recipes to enhance product offerings.
- Designed marketing materials, including poster and packaging labels to elevate brand awareness through Instagram and Whatsapp campaigns.
- Oversaw quality control process and efficiently managed distribution by delivering over 20 orders directly to customers.

CERTIFICATIONS**Forge – Electronic Arts****Jan 2025**[Product Management Job Simulation](#)

Topic: key performance indicators (KPIs) and data-driven presentation breakdown task in video game industry.

Revou Minicourse**Sept 2022**[Introduction to Product Management](#)

Topic: definition of product management and product management process

HONORS AND AWARDS**1st Place of Data Competition****July 2022***Isfest 2022, Multimedia Nusantara University, Tangerang*

Managed the Exploratory Data Analysis part, such as visualization, interpreting the insights derived from these visualizations, and discerning meaningful relationships within the data.

2nd Place of Logo Making Competition**March 2019***Games Competition 2019, Politeknik Kesehatan Kemenkes 2, Jakarta*

Created a logo for games using markers within a limited time of 50 minutes, while ensuring that it conveyed a strong philosophy and meaning.