

AILSYAHDA NUR RAMADHANI

Product Manager | MSIB cycle 7 Awardee at Sekolah Ekspor Nasional
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SUMMARY

Ailsyahda is a student of International Relations at Jenderal Soedirman University. She possesses a keen interest in product management & development. A visionary and analytical individual, she excels in planning and is a fast learner. Over 1 year experience as a Product Manager and doing a lot of product management activities, such as product research, competitor research, product-led growth, product roadmap, user persona, product development, product strategy & growth, branchmaking, created PRD, BMC, and business analysis. Ailsyahda has also garnered experience in various aspects of business development, such as market research, branchmaking, and outreach. Additionally, she has demonstrated leadership skills, adeptness in research & development, business plan, and project management with a negotiation, strong communication, strategic thinking, and analytic skills.

EDUCATION BACKGROUND

Jenderal Soedirman University

Bachelor Degree of International Relations (GPA: 3,94 out of 4,00) || 2022-present

- Relevant college courses are international organization and administration, diplomatic techniques, international political economy, intermestic studies, globalization studies, international trade politics, international development theories, international development cooperation, and tourism in IR.

WORK EXPERIENCES

PT Ousean Global Digital

Product Officer || Nov 2024-Feb 2025

- Oversaw and managed the Copywriting Bootcamp 101 product lifecycle, including product development, planning, research, roadmap creation, growth strategy, launch, marketing, and sales initiatives.
- Conducted 6 comprehensive market and competitor analyses using platforms such as Instagram, Think with Google, and Helium 10, achieving 90% accuracy in insights.
- Developed 2 detailed product concepts, encompassing grand themes, timelines, taglines, vision and mission, purpose, features, and product workflows.
- Prepared 4 essential documents for new product launches, including Product Requirement Documents (PRD), business plan proposals, Terms of Reference (ToR), and technical rundowns.
- Designed customer journey maps and user experience strategies to enhance engagement and satisfaction.
- Conducted 5 user persona research and analyses to refine market segmentation and targeting strategies effectively.

PT Talenta Sinergi Group (Eduwork)

Product Manager || Jan 2025-April 2025

- Led the end-to-end development and launch of a new product, SocialVit, from conceptualization to execution.
- Developed business models, including Business Model Canvas (BMC) and Lean Canvas, to define the product's strategic direction.
- Conducted 20 competitor analysis covering key benchmarks such as flagship products, SWOT analysis, total funding, gamification strategies, investors, and Unique Selling Proposition (USP) on both domestic and international scales.
- Performed user persona research for SocialVit's launch, gathering insights from 109 respondents to refine the product-market fit.
- Created core product documentation, including Product Requirement Document (PRD), User Map, and Customer Journey Map.
- Designed low-fidelity wireframes for the landing page targeting users, companies, and hybrid audiences.
- Collaborated with UI/UX teams to develop high-fidelity wireframes, ensuring a seamless user experience.
- Worked closely with developers to implement the landing page based on predefined wireframe concepts.

Sekolah Ekspor Nasional

Product Manager || Sept 2024-Dec 2024

- Led and supervised all aspects of product management for the Export Startup Team 827, Genossen, including product development, planning, research, roadmap creation, product-led growth, launch, marketing, and sales strategies.
- Conducted targeted market research using platforms such as Trademap, Google Trends, Helium 10, and Think With Google, achieving 92% accuracy in insights.
- Performed 4 competitor analyses using Kompyte and social media, optimizing and aligning product vision and objectives with market demands.
- Developed product pricing strategies to support competitive positioning and profitability.
- Created comprehensive business model canvases (BMC) and product development documentation to guide strategic execution.
- Conducted SWOT analyses and developed marketing outlooks based on long-term and short-term strategies to maximize product impact.
- Defined product vision and objectives for export-ready products, aligning with market trends and organizational goals.

PT Tumbuh Global Indonesia (Growth Hub)

Product Strategy Associate || July 2024-Nov 2024

- Created a Product Marketing Requirement Document (PMRD) for the Career Acceleration Program to guide product planning and execution.
- Developed and implemented Go-to-Market (GTM) strategies, including conducting 10 trend analyses, creating 2 content pillars, 3 content topics, and 8 content briefs for career trends and campaign promotions.
- Conducted 5 competitor analyses using Kompyte and social media, refining product features to align with product vision and objectives.
- Designed product performance measurement metrics using the Pirates Framework (AARRR), achieving a 94% satisfaction rate.

ORGANIZATION EXPERIENCES

Peta Careers

Business Development Manager || Nov 2024-present

- Supervised and managed the performance of 4 associates in Batch 6 by utilizing trackers and Agile Scrum methodologies to ensure project deliverables were met efficiently.

- Oversaw and monitored activities across Product, Marketing, and Creative departments to facilitate collaborative initiatives, including content collaboration, Instagram Live sessions, media partnerships, and project collaborations.
- Reviewed and ensured compliance with partnership MoUs and roadmaps, evaluating the effectiveness of collaboration points and driving successful execution.
- Established metrics, oversaw, and assessed the effectiveness of 200 potential partners and 10 dealt partners

Business Development Associate || May 2024-Nov 2024

- Conducted in-depth research on 60+ potential partners to identify collaboration opportunities and align with business objectives.
- Developed and managed 60+ B2B partnerships, driving initiatives such as event collaborations, Instagram Live sessions, and referral voucher programs.
- Led and executed pitching presentations for 3 potential partners within a 3-month period, showcasing strong communication and negotiation skills.
- Successfully secured partnership deals with 2 key partners, contributing to revenue growth and strategic business objective

SKILL

- **Hard Skill:** Google Workspace, i-Word, Google Trend, Trademap, Think with Google, Helium 10, Notion, Trello, Project & Product Management, Kompyte, Apollo.io, Moqups, Whimsical, Clickup
- **Soft Skill:** Leadership, Public Speaking, Foreign Language (English), Foreign Language (Russian), Strategic Planning, Creative Thinking, Branchmaking, Negotiation, Pitching, Outreach

CERTIFICATIONS & ACHIEVEMENT

- Certified Product Development Manager (CPDM) by ESAS Management
- Certified Digital Exporter by Sekolah Ekspor Nasional
- MSIB - Independent Study cycle 7 Awardee at Sekolah Ekspor Nasional