

Fardil Khalidi

(Technical Writer/Product Manager)

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PROFILE

Fardil is a product and digital marketing enthusiast with advanced writing skills, boasting over 9 years of experience across various tech industries, particularly in healthcare, cloud computing, eCommerce, media, and logistics. Fardil exemplifies a business-oriented and user-centered mindset, driven by a passion for communicating the value of the products that align seamlessly with the user needs. Fardil's keen interest lies in harnessing cutting-edge technologies and optimizing efficiency to deliver the value of the product via comprehensive documentation in effective ways.

EXPERIENCES

SEO Specialist

📅 October 2024 - Now

PT. Cipta Daya Inovasi | Sister Company of Hasnur Group | (remote)

- Develop and implement SEO strategies across multiple platforms: Hirenusa, Hulutarget, Hulutalent, Codero, Guruinovatif, dan Corpodeus.
- Conduct in-depth keyword research, competitor analysis, and identify content gaps to boost search engine rankings.
- Optimise existing and new web content with proper on-page SEO techniques, including metadata, heading structures, and internal linking.
- Collaborate with content writers, product owners, and developers to ensure technical SEO health: from schema markup to site architecture.

Technical Writer with PM Duties

📅 October 2023 - Now

PT. Sistem Integrasi Medika (SISMEDIKA) | Sister Company of Primaya Hospital | BSD

- Writing user manual for ongoing developed products (Healthcare Information System, Hospital Mutu, Embriology Information System, Corporate Central Master, Corporate Central Purchasing, and Corporate Central Agreement)
- Responsible for making user manual clear, concise, and easy to understand.
- Involving in the product development by crafting Product Requirement Documentation, User Requirement Specification, and System Requirement Specifications
- Communicating the complex technical aspects of the product (flow chart, sequence diagram, activity diagram, architecture diagram, API documentation, and user FAQ) in humane languages that can be consumed within related stakeholders
- Facilitates product development processes, coordinates cross-functional teams, and ensures that product development lifecycle with the clear information and requirement about the product specifications

Project Manager

📅 May 2023 - August 2023

Jesselton Capital | Singapore

- Managed two projects (Hyred.team and Keynerja.com)
- Responsible for planning, executing, and closing technology projects, ensuring they are completed on time and within budget.
- Work with cross-functional teams for product development life-cycle that include market research, feedback gather, features prioritization, and go-to-market strategies while also aligning with company goals
- Oversees construction projects, including budgeting, scheduling, and managing resources to ensure successful completion of construction projects.
- Facilitates Agile development processes, coordinates cross-functional teams, and ensures that Agile principles and practices are followed.

Product Management Mentor/Lead

📅 Aug 2022 - April 2023

RevoU | Jakarta, Indonesia

- Assist and mentor Product Management Mini Course Students from various backgrounds to learn and implement product management skills to their day to day learning activities
- Implement suitable solutions for students that find any issues related to case studies and individual projects
- Working with cross-functional team to success the learning experience: Data Analyst, Digital Marketing, and Product

Product Manager

PT Menggapai Bintang Angkasa (Grouu.id) | Jakarta, Indonesia



Jan 2023 - April 2023

- Initiated and managed an end-to-end product development process for the Grouu mobile app and website that includes product vision, research, and a prototype.
- Supported the whole stakeholder group that includes technical, design, ops, business development, and marketing, and also supported the 3rd party integration for OTP, Payment Gateway, and Last Mile deliveries.
- Led the Scrum Team with an agile SDLC for frequent release by managing user requirements, product backlogs, sprint goals, and agile ceremonies with a data-driven focus.
- Recommended the go-to-market strategies along with key metrics and success criteria.

Project Marketing Manager

Mocaas.tv | Jakarta, Indonesia



July 2022 - December 2022

- Planned and executed the launch strategy of a Video-on-demand platform as a service to the market
- Validated the UVP and MVP and released it to the market as a 0-to-1 and early-stage product.
- Involved in product pricing strategy, channel distribution, A/B tests, Growth and GTM initiatives to gain early adopters.
- Regularly analyze the metrics performance, which include user-focused metrics, app focus, and business-related.

Project Manager

Gobelise | Singapore



Mar 2022 - July 2022

- Managed the EOR (Employee on Record) SaaS product on "benefits marketplace" module inside the Globelise Main App
- Involved in the end-to-end product development process that includes problem discovery, solution conceptualization and prioritization, prototyping, usability testing, product development, product release, and gather user feedbacks.
- Collaborated cross-functionally with global stakeholders such as engineers, product designers, business, and operations.

Project Manager

Heaptalk | Jakarta, Indonesia



Sep 2020 - May 2022

- Ideated and launched Business Media Portal that currently has 1000+ active visitor per day
- Managed and publicized total 500+ article publications of business and technology on Heaptalk.com
- Managed the publication's live cycle from planning, arranging interviews, writing the articles, and releasing it to the web portal (Heaptalk.com)

Digital Marketing | Content Strategist

DesktopIP | Jakarta, Indonesia



Sep 2020 - May 2022

- Created user guides, FAQ documentation, Term of Services, Privacy Policy, and other websites contents for desktopip.com and its products (Tootanium, Virtualiztic, Online Storage, and more)
- Did non technical writings including blog writing, press release, and website contents
- Did the research for the site map, user persona, customer journey, UI/UX, content planning, and keyword.

CEO & Founder

Kelanesia | Jakarta, Indonesia



Aug 2016 - Aug 2018

- Joined the Startup Incubation hosted by Indigo (by Telkom) and Bekup Portal (By Bekraf)
- Develop and maintain project plans, including sprint and release planning, to ensure a clear path to project completion.
- Foster open and transparent communication with stakeholders, providing updates on project progress and addressing concerns.
- Handled go-to-market activities that includes the digital promotion, campaign, and social media

Product Owner

Pickpack.id | Jakarta, Indonesia



Jan 2017 - Nov 2017

- Prioritize and maintain the product backlog, ensuring it is refined and ready for sprint planning.
- Worked closely with the scrum team, which included defining and prioritizing the product backlog and participating in Agile ceremonies.
- Managed product development and make sure it runs based on user requirement.

Content Writer

Redbus.id | Jakarta, Indonesia



Jul 2015 - Dec 2016

- Provided copy for website, application and other marketing materials
- Produced articles for website related to 'Bus Indonesia'
- Liaised product documentation materials (user guide, admin guide, user FAQ) for partnership purpose

Journalist

SWA | Jakarta, Indonesia



Jul 2015 - Dec 2016

Wrote articles, news, and published them in both printed and online magazines. These articles related to business, startups, automotive, technology, finance, banking, investment, retail and many more

EDUCATION

FullStack Product Management (Non-Formal)



May 2022 - August 2022

RevoU | Jakarta, Indonesia

- Fullstack Product Management (FSPM) - Certificate
- Learned and implemented Product Management skills end to end including product ideation, product metrics, product research, product analytics, product solution and conceptualization, prioritizing the problem, product development, prototyping, product experimentation, stakeholder management, and go-to-market strategy.
- Published product management case studies from product ideation to product go-to-market strategy. - <https://fardilk.github.io/fspm.html>

Bachelor of Arts (Formal)



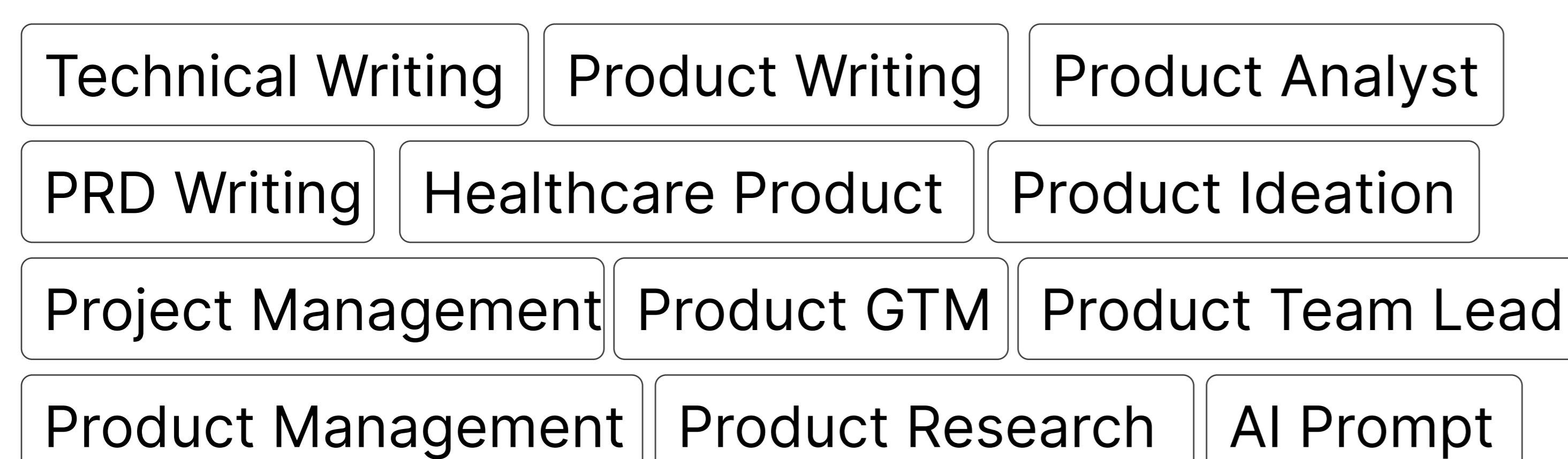
August 2008 - Mar 2013

Universitas Negeri Jakarta | Jakarta, Indonesia

- Majoring English Literature, Bachelor of Arts
- Organizational experience:
- Appointed as a Leader of English Department Theatre Community
- Internship experience: Ministry of Foreign Affairs Indonesia (2011).
- Did the documentation management of incoming and upcoming mail and journal from ASPASAF (Asia Pacific) region.

SKILLS

LANGUAGES



English

Fluent

Bahasa Indonesia

Fluent

SKILLS

Certification: Product Management by RevoU, S Prompt Engineering by Coursera, Product Led by Pendo

Soft Skills: Problem Solver, Business Oriented, User-Centered, Attend to Detail, Accurate, Communicative, Time Commitment, Accountable

Tools: Latex, Jira, Figma, Odoo, Markdown, Asana, Notion, ChatGPT AIRPM, Mixpanel, Google Analytics, Heatmaps

Projects: Hyred Web, Hyred App, Keynerja, RevoU Mini Course, Grouu Mobile App, RideMate, Niagahoster, Deall, Mekari Flex, Embriology App, Hospital Mutu, Healthcare Information System, Corporate Central Purchasing, Corporate Central Master, Link Medis Sehat, Primaya App.