FERTINA YOLANDA
TECHNOLOGY & BUSINESS STRATEGY

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Third-year Digital Commerce & Supply Chain student (GPA 3.85) with experience diagnosing 7+ process flows, resolving system bottlenecks, and translating business requirements into structured technical solutions. Bringing analytical precision and systems-thinking to Technology & Consulting projects.

PROJECTS & EXPERIENCE

LIMOV X JASUNG - *(Digital Business Analyst)*   Oct 2025 - Present
- Collaborated with **C-level** stakeholders **(Director & HR)** during requirement gathering to identify product positioning for the **B2B Enterprise market**.
- Translated business objectives into **low-fidelity wireframes** and **Information Architecture (IA)**, ensuring the website structure supports the **buyer's decision-making logic**.
- Defined a **digital content strategy** highlighting **gearless technology**, effectively positioning the product to address both **operational efficiency** and **carbon footprint reduction** for enterprise clients

Odoo Pitch Cup - *(ERP Functional Lead)*   May 2025
- Analyzed **7 AS-IS process flows** across Production and Procurement to diagnose **10 critical bottlenecks**, specifically identifying issues in undocumented formula changes and **hybrid production models (MTO & MTS).**
- Designed a **TO-BE system blueprint** by configuring **Odoo Manufacturing & Inventory** modules, implementing strict **Multi-BOM constraints** to eliminate formula discrepancies.

Logistics Route Optimization - *(Supply Chain Analyst)*   May 2025 - Jun 2025
- Developed a **distribution network model** for a comprehensive case study originating from **Kudus DC to 16 cities**, mapping delivery schedules for **9 key accounts** to optimize theoretical coverage.
- Constructed a **cost simulation** integrating estimated variables including **Toll rates, Fuel (Solar), and Labor** fees to calculate the **Total Logistics Cost** for different routing options.
- Achieved a **26.93% cost saving by optimizing** route configurations, restructuring baseline convoy scenarios into **efficient clustered routes.**

YollandaCollection - *(System Analyst & Designer)*   Feb 2024 - Oct 2024
- Conducted a **feasibility study** to forecast investment viability, delivering a strategic "Build" recommendation based on projected financial metrics (**estimated 11% ROI & 1.18-year Payback Period**).
- Analyzed key operational inefficiencies (low visibility & manual inventory) and translated them into **7 functional modules** (Inventory, Order, Customer), defining the exact **scope of the web solution.**
- Architected the **technical blueprint** by designing **10 ERD Entities**, **DFD Level 0/1**, and **9 Use Cases**, and ensured implementation quality by leading the **QA process** across **22 testing scenarios.**

ORGANIZATIONAL EXPERIENCE

ECLIVAL - *(Program Division)*   Mar 2025 - Sep 2025
- Led the **strategic design** of the program, conceptualizing 5 key events (3 distinct workshops, 2 major competitions) to drive student engagement.
- Managed **cross-functional coordination** with 4 divisions, overseeing resource logistics and leading full rehearsals to **mitigate execution risks.**

EDUCATION

Multimedia Nusantara Polytechnic   Sep 2023 - Sep 2027(Expected)

Digital Commerce & Supply Chain
B*achelor of Applied Science, 3.85/4.00*
- 100% Scholarship Recipient – 8 semesters

SKILLS & COMPETENCIES

- **Technical & Tools:** Process Mapping (AS-IS/TO-BE), Workflow Diagramming, SQL & Python, Advanced Excel (Pivot, What-If), Figma (Wireframes, IA), Database Design (ERD/DFD/Use Case).
- **Consulting & Business Analysis**: Requirement Gathering, Structured Problem-Solving, Stakeholder Coordination (incl. C-level), System Logic Interpretation, Project Planning & Documentation.
- **ERP & System Implementation**: Odoo ERP Exposure, Manufacturing & Inventory Setup, BOM Versioning, Routing Configuration, QC Workflow Design, Multi-BOM / Multi-Country Logic.
- **Core Competencies:** Analytical Thinking, Communication, Collaboration, Adaptability.
- **Languages**: Indonesian (Native), English (Intermediate)
- **Availability**: 6 Months (Jan–Jun 2026)