

# ANDI FIRMANATA

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## WORK EXPERIENCE

- Jun 16-Sept 16     **Nokia Technologies**     **San Francisco Bay Area, United States**  
**Product Manager Summer Intern**
- Collaborated with multiple teams to plan and execute product management activities such as *A/B testing*, product prototypes, and wireframe to bring high-quality products to life.
  - Analyzed customers, technology, competition, integrated usability studies, research and market analysis and synthesized into product strategy.
  - Worked on the strategic and competitive position in the market and delivered products that are recognized best in the industry.
- Prominent Recognition
- Launched Social Jetlag feature in Nokia Health
- Feb 16-May 16     **MLInnl**     **New York, United States**  
**Marketing Intern**
- MLInnl is marketing agency that focuses on growing client's millennial target market.
- Collaborated on various projects based on different clients. Daily activities involving idea generation, client pitching, and consumer insights and research.
- Feb 13-Jul 15     **Hewlett Packard Inc**     **Jakarta, Indonesia**  
**Product Manager- Value, Attach, and Services**
- Owned product end to end that includes: conceptualized product strategy and country business plan to grow the business overall, managed product portfolio, and developed 4Ps marketing strategy and execution.
  - Led the sales with more than 30 sales, engineer, marketing, and supply chain and operation to meet the company's goal and customer's requirement.
  - Analyzed market price and trend, forecasted financial outlook (revenue, profit, and loss), and manage product's expenses efficiently.
- Prominent Recognition
- Launched Sobat HP, HP Services (Carepack and Contractual Service), and HP Accessories
  - Rewarded as Best Country growth overall Southeast Asia Countries in Commercial Service.
  - Grew Consumer Attach business to 144% in 2015, the highest in Southeast Asia Countries.
- May 11-Jan 13     **Microsoft Indonesia**     **Jakarta, Indonesia**  
**Program Manager-Multinational Account**
- Collaborated with Multinational Account in building programs and campaigns to generate demand and gain revenue from the channel.
  - Led the execution of marketing, co-branding, and sales activities with the stakeholder to ensure meeting the objectives, initial plan, and KPI.
- Prominent Recognition
- Successfully grew Windows Server 2008 ROK license up to 200% in Jul-Sep 2012.

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## ACHIEVEMENTS, MEMBERSHIPS, AND SKILLS

### ACHIEVEMENTS

- 2015     Fellowship: The Do School-Innovate NYC, *United States*
- 2014     Indonesia Presidential Scholarship Award, *The President of The Republic of Indonesia*.
- 2007-2011     Student Dean List— Student with Outstanding Achievement, *Universitas Bakrie*.  
Bakrie Center Foundation Full Scholarship Award, *Universitas Bakrie*

### MEMBERSHIP

- Public Relation Lead of Indonesian Student Association, *United States*
- Teaching Assistant Universitas Bakrie, *Indonesia*
- Co-Founder English Debating Society Universitas Bakrie, *Indonesia*
- Volunteer of Bakrie Pelangi and Komunitas 1001 Buku, *Indonesia*

### SKILLS

- Computer Skills: SAS (Enterprise and JMP), SEM, Simmons, Qualtrics, Google Analytics, Python(Basic).
- Languages: Fluent in Indonesian, Malay, and Javanese

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## EDUCATION

- May 2017     **New York University, US**     *MS Candidate in Marketing Analytics*     *GPA: 3.84*  
Relevant Coursework: *Tech Product Management, Predicting the Future of Tech, Programming in Python*
- Feb 2011     **Universitas Bakrie, Jakarta**     *Bachelor of Economics, Management,*     *GPA: 3.73*