

Iman Cindra Mata

Male | Single | May 15th 1982

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Objective

To use my broad cross section of hands on project planning, product management, business development, resource & process optimizing and technical skills to bring focus and drive on ecommerce business, mobile application, online campaign & other internet assets & initiatives, from scratch.

Profile

- Internet Visionary, Product Management & Development, Digital Business Strategist
- Internet professional with demonstrated abilities to manage and market a product through its lifecycle - planning, analysis, design, project management and improvement phases
- Extremely effective in establishing product specifications, market positioning and
- Proven e-commerce activation records with strong project management, marketing and web production skills
- 5 years experience product management of web and mobile platforms, 12 years in industry

Skills/Expertise

- | | |
|---------------------------------|-------------------------------|
| • Ecommerce | • UI/UX, User centered design |
| • Product management | • Web analytics & measurement |
| • Project planning & management | • Digital Marketing Strategy |
| • Internet Business Strategy | • Process Improvement |

Major Achievements

- SophieParis.com Website Revamp (300% traffic growth)
- KirimPaket.com Web Service (2012 - now)
- NEC Asia Pacific best 3 Engineer (2007)

Education

Gunadarma University, Depok – West Java, Indonesia. Bachelor Degree of Information Technology (GPA 3.23)

Organizations

- | | |
|---|--|
| • OSIS SMU Cendana Rumbai (1998 – 2000) | • First Aid Team Sophie Paris (2013 - present) |
| • University Student Organization (2003 – 2004) | • Sophie Running Club (2013 - present) |

Hobbies

Guitar, Piano, Jogging, Cycling

Professional Milestone

Sophie Paris (Fashion & Apparel)



Role	: Product Ecommerce Manager	Outcomes	:
Report to	: Ecommerce Manager	o	Website Revamp (Sophie Paris Indonesia)
Team size	: 5 (+ 2 partner agencies)	o	Ecommerce Web (Sophie Paris Indonesia)
Acting	: Product Management, Project Management	o	Android Apps (Sophie Paris Indonesia, Philippines, Morocco, Vietnam, Malaysia)
Period	: 11 months (Aug 2013 - present)		

PT Sophie Paris Indonesia is a fast-fashion direct selling company in Indonesia, Philippine, Vietnam, Morocco, and Malaysia.

- Responsible for various elements of ecommerce website & mobile app structure, design, content, navigation, information architecture, performance, and site functionality for a positive impact on ecommerce efforts
- Perform competitive benchmarking and analysis to balance business needs, customer needs and technological capabilities and translating business requirements into product requirement
- Acting as a platform expert, co-supporting the overall strategic website & mobile app roadmaps to build innovative solutions and support business objectives, acting as a project manager to evaluate, manage, implement and test ecommerce initiatives
- Working closely with Information Technology, Sales, Marketing, Business Development, Support, Operations and other business units to deliver website/email campaign/mobile app releases on schedule through business planning, requirements and user interface development, system engineering, and quality assurance phase
- Manage the relationship with internal and 3rd party development teams and ensure clear communication and coordination in an Agile working environment
- Drive incremental ecommerce revenue by improve and manage online user experience, increase site traffic and cross-selling experience through targeting, placement and landing page tests, and leading usability testing, and decreasing cart abandonment
- Manage web traffic and trends analysts and make recommendations on action related to introduce new ideas and innovative functions and features to enhance experience and create differentiation and increase revenue
- Continually seek future enhancements by researching and staying abreast of new and innovative online solutions and capabilities; key competitor actions; industry trends and emerging customer and market needs

Project Involved :

- SophieParis Indonesia Website Revamp (2013)
- SophieParis Indonesia Ecommerce Site (2014)
- SophieParis Indonesia Online Catalog Android App (2014)
- SophieParis Indonesia Offline Catalog Android App (2014)
- SophieParis Philippines Online Catalog Android App (2014)
- SophieParis Vietnam Online Catalog Android App (2014)
- SophieParis Malaysia Online Catalog Android App (2014)

- SophieParis Morocco Online Catalog Android App (2014)
- SophieParis Indonesia Feature Catalog Minisite (2014)
- SundayDirect Indonesia Minisite (2014)
- SundayDirect Indonesia Feature Catalog Minisite (2014)

Reason for leaving : No longer enjoy the works, feeling unfits with how the team, project & the business are conducted

Asia Quest Indonesia (Digital Agency)



Role	: Digital Producer	Outcomes	:
Report to	: General Manager	o Own Web Products (Manufakturindo.com, IniJepang.com, PilihKartu.com)	
Team size	: 7	o Web Development & Digital Campaign (RajaMobil.com, Priceprice.com)	
Acting	: Product Management, Project Management		
Period	: 6 months (Mar - Aug 2013)		

PT Asia Quest Business Consulting is WEB & E-Commerce developer and Internet marketer

- Website & E-commerce project management
- Website & E-commerce product management
- Brand/product identity creation, UI/UX supervision, graphic design & video drawing supervision
- Business model design for in-house dot com website services
- User workflow & use case design
- Website activation, digital campaign strategy & planning

Project Involved :

- Manufakturindo.com (2010)
- IniJepang.com (2010)
- PilihKartu.com (2010)
- RajaMobil.com, Price Comparison Add-ons (2010)
- Priceprice.com, Digital Campaign (2010)

Reason for leaving : Get an unexpected opportunity & offer from Sophie Paris

Kieeds Indonesia (Dot Com)



Role : Founder

Team size : 4

Acting : Product & Project Management

Period : 2 years (2010 - 2012)

Outcomes :

- Kirimpaket.com - Indonesia Shipping Marketplace
- Aqid.co - Al Quran Short URL

PT. Kieeds Indonesia is an internet startup of Kieeds.com and KirimPaket.com

- Business model design for in-house dot com website services
- Product definition, plan & roadmaps
- Product management, prototyping, development, simplification & improvement
- Brand/product identity creation, wireframing, UI/UX design, graphic design & video drawing
- Product development lead, supervision & quality control
- Online sales & marketing strategy planning, ad-targeting system design
- Website & campaign traffic monitoring & analysis
- Product Recognition
 - Finalist CIMB Niaga Online Entrepreneur 2011 (Kieeds.com)
 - Finalist Echelon Startup Competition Indonesia 2012 (KirimPaket.com)

Project Involved :

- Kieeds.com (2011)
- KirimPaket.com (2012)
- Aqid.co(2012)
- GetBlueDot.com(2013)

Reason for leaving : Company went out of business, and felt that work/ life balance are out of alignment

K23 Solutions (Software House)

Role : Co-Founder

Team size : 7

Acting : Product & Project Management

Period : 2 years (2008 - 2010)

Outcomes :

- Fixed Assets Management System
- Enterprise Resource Planning

PT. K23 Solutions is an IT solution company with various product of business software such as ERP System, SMS Gateway, Web Site, and Business Tool Applications.

- System requirement collections, proposal plan, Propose solution presentation
- Project planning, budgeting & sales forecasting
- Resource planning, recruiting & human resource management
- Product identity creation, UI/UX design, graphic design & video drawing
- Project management, control & reporting

Project Involved :

- SMS Gateway web Blogging, Transwebindo (2008)
- Fixed Assets Management System, Suzuki Finance Indonesia (2009)
- Website & Collaboration System, Adisuryo & Co Law Firm (2009)
- Web Portal, Daido Manufacturing (2009)
- Production Application Module, Daido Manufacturing (2009)
- Web Portal, Bank UOB Indonesia (2010)

Reason for leaving : Looking for a new challenge & opportunity by starting new venture in Internet industry

NEC Indonesia (Telecommunication & IT Solution)



Role : Project Engineer

Report to : Project Manager

Team size : 15 (+ >10 partner agencies)

Acting : Project Management, Hardware Support

Period : 4 years (2005 - 2009)

Projects :

- Server FT & Blade Installation
- SAN Storage & Tape Backup Installation
- Production Instruction System
- Sales Force Automation

PT. NEC Indonesia is a telecommunication & information technology company with various product & services on networking connection, enterprise resource planning and business solution

- Deliver NEC server farm solution including of FT Server, Blade Server, SAN Storage & Tape Backup
- Requirement gathering & business analyzing in measurable goals by reviewing the current operations, current server system survey
- Project planning & scheduling, reporting, User Acceptance Test
- Customer relations, advocacy and liaison among engineering, legal, and sales organizations
- Support Procedure, Maintenance Workflow & Escalation flow design
- Support coordination between customer, NEC maintenance support team, vendors & suppliers

Project Involved :

- Server Maintenance, Panasonic PEWGSJ (2005)
- FT Server & SAN Storage, GE Finance (2006)
- FT Server & SAN Storage, Sumi Rubber Indonesia (2006)
- FT Server & SAN Storage, Ajinomoto Indonesia (2007)
- Sales Force Automation, Ajinomoto Indonesia (2007)
- Production Instruction System, Astra Daihatsu Motor Indonesia (2007)
- Blade Server & SAN Storage, Mandom Indonesia (2008)
- Office LAN Relocation, Panasonic PEWGSJ (2005)
- Office LAN Relocation, JGC Indonesia (2007)
- Network (LAN) Installation, Mitsui Mining Indonesia (2006)
- Network (LAN) Installation, AEON Credit Services (2006)
- Network (LAN) Installation, Indonesia Toray Science Foundation (2006)
- NECare Tracking System Application, NEC Care Center (2005)
- Maintenance Tracking System, NEC Care Center (2007)
- NEC Thin Client System POC, Sumirubber Indonesia (2008)
- NEC Thin Client System POC, Mandom Indonesia (2009)
- Flex Process (NEC Enterprise Resource Planning System), Mandom Indonesia (2009)

Reason for leaving : No longer challenged with given responsibilities