

Putra Dana Kesuma Mahmuddin

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Male, Born in Medan – North Sumatera, on May 01, 1985

ID. No. : 1275050105850003

Indonesian, Moslem, Single Status



I specialize in Marketing and Advertising analysis. I'm passionate about what I do, and I love to help people. Nothing is more fulfilling than being part of a team with similar interest and an organization that values its employees.

EDUCATION

Diploma of Engineering in Mechanical Engineering
With specialization on Energy Conversion Engineering
Graduated in 2008, *excellent GPA= 3.17/4.00*
Polytechnic State of Medan – Indonesia

PROFESSIONAL CERTIFICATIONS

Safety Officer Development Program (SODP), 2011
Astra Security Management System (ASMS), 2012

TRAININGS AND COURSES

Fire Fighting Training for Beginner, 2010
Safety Medical First Aid Officer – Level 1, 2011
Assessor Training Astra Security Management System (ASMS), 23-24 2012

EXPERIENCES & ACHIEVEMENTS

1. PT. AMARTA ZWARA GUNA (*inboundid.com*), JAKARTA - INDONESIA

<i>Date of Service</i>	1 December 2014 – Present
<i>Company Business</i>	Advertising and Marketing Digital
<i>Position</i>	Data Scientist
<i>Job Role</i>	<ul style="list-style-type: none"> • Maintain positive relationships with clients as well as internal teams, ensuring the information they are receiving is accurate and usable. • Share knowledge and experiences with team members as well as clients. • Support team and other business units with various projects. • Support team to prepared and generate weekly and monthly analytics reports using analytics tools including Google Analytics, Google AdWords, Google Webmaster Tools and Facebook Business. • Support to prepare Studies cases, Excel report and PowerPoint presentation for client meeting. • Participate in analytics implementation planning, and developing data collection standards. • Assist in the Google Analytics data validation and Web Analytics Audit.

2. PT. BERRYBENKA (*berrybenka.com*), JAKARTA - INDONESIA

<i>Date of Service</i>	19 June 2014 – 28 November 2014
<i>Company Business</i>	E-Commerce (Online Retail)
<i>Position</i>	Data Analytics (June, 2014 – Present)
<i>Job Role</i>	<ul style="list-style-type: none"> • Responsible for the daily, weekly and monthly of performance reporting: <ul style="list-style-type: none"> - Onsite - Banner - Campaign • Coordination to other team to provide report needs.

3. PT. FASHION ESERVICE INDONESIA (*zalora.co.id*), JAKARTA - INDONESIA

<i>Date of Service</i>	23 April 2012 – 18 June 2014
<i>Company Business</i>	E-Commerce (Online Retail)
<i>Position</i>	Inventory / Inbound (April – August, 2013)
<i>Job Role</i>	<ul style="list-style-type: none"> • Perform cycle count and compare it with warehouse management system (WMS). • Reporting the total of final goods inventory in the warehouse at the end of the day.
<i>Position</i>	Supply Chain Management Solution (September – March, 2013)
<i>Job Role</i>	<ul style="list-style-type: none"> • Analysis and monitor Inbound and Outbound process (create Standard Operating Procedure). • Analyzed and monitored local supplier (Cross Docking) and create Standard Operating Procedure. • Monitor and analyzed the shipment process of package from Zalora warehouse to customers and report the pending delivery by courier.
<i>Key Achievements</i>	<ul style="list-style-type: none"> • Ensure all standard procedures related to inbound and outbound processes has been developed and implemented.

<i>Position</i>	Operational Analysis (April, 2013 – June 2014)
<i>Job Role</i>	<ul style="list-style-type: none"> • Prepared data of operation analysis (Outbound and Inbound process) <ul style="list-style-type: none"> - Daily report of Out of Stock analysis - Daily report of Same Day-Pack (Outbound process) - Weekly reports of the vouchers has used by customer - Monthly report of Shipping fee analysis • Prepare weekly KPI reports and arrange the weekly coordination meeting (Customer Service, Inbound and Outbound Department).
<i>Project</i>	<ul style="list-style-type: none"> • Shipping Fee Analysis Determine the minimum purchase and shipping costs each city to increase the sales. • Net Promoters Score (NPS) <ul style="list-style-type: none"> - Analyzing customer survey and share the analysis summary to the relevant departments to make an action plan /improvement. - Arrange the NPS weekly coordination meeting.

4. **PT. UNITED TRACTORS Tbk (www.unitedtractors.com), JAKARTA – INDONESIA**

<i>Date of Service</i>	01 April 2010 – 20 April 2012
<i>Company Business</i>	Heavy Equipment (Machinery and spare part), Mining and Energy
<i>Position</i>	Safety Officer
<i>Job Role</i>	<ul style="list-style-type: none"> • Conducting inspection of fire and rescue equipment to ensure completeness and readiness for use based on applicable regulations • Preparing safety training and safety induction to enhance safety awareness among employees and clients who are in the work area • Support and assist safety audits, inspection and investigations of accident/incident by observing employee activities, tools and workplace conditions for submitting recommendations to management to correct deficiencies, eliminate hazards and improve the overall program. • Record and socialize all job hazard analysis to all workers involved in the project activity. • Control and monitor use of the hazardous goods to ensure compliance with the MSDS (Material Safety Data System). • Briefing (such as Morning Talk or Safety Talk) and advising to management on HSE matters . • Coordination with government bodies and other representatives to ensure legal compliance and applicable reporting requirements. • Implement CSR activities to communities around the company's operations area • Prepare monthly reports for management
<i>Key Achievements</i>	<ul style="list-style-type: none"> • Achievement zero lost-time accidents and injuries.
<i>Projects</i>	<ul style="list-style-type: none"> • Harvesting and wood transporting (Logging Operation) - PT. MHP (PT. Musi Hutan Persada), Palembang, Shout Sumatera.