

ATMAVIDYA VIRANANDA

+6281291665530 | amavirananda.2001@gmail.com | linkedin.com/in/imavv | github.com/imavv

EDUCATION

Institut Teknologi Bandung – B.Eng., Industrial Engineering

Aug 18 – Oct 22

- GPA 3.81 / 4.00
- Activities: Djarum Scholarship, Capital Market Club, Model United Nations, IE Student Association

WORK EXPERIENCE

Product Manager (Supply Chain) – Shopee Indonesia

Feb 24 – Present

- Spearhead product initiatives in Shopee's logistics & fulfillment systems to improve productivity and reduce costs
- Piloted "Smart Pick Up" feature across 4 FM hubs, boosting courier productivity by 17% through dynamic seller routing
- Integrated warehousing & in-house logistics (SPX) systems, cutting 3PL costs by 29% and improving parcel tracking reliability
- Led end-to-end developments and deployments of Advanced Booking features, reducing manpower costs by 33% through targeted parcel scanning and optimized operator walking paths

Commercial Graduate Trainee – Sampoerna (Philip Morris International)

Dec 22 – Dec 23

- Rotated across 2 roles in a 1-year period: Digital Product Manager and Area Sales Supervisor
- Designed technical requirements & UI for a B2B ordering chatbot used by 2,700+ traditional retailers
- Managed 7 salesmen in Central Jakarta and built strong retailer relationships
- Deployed machine learning-based clustering for sales route planning, increasing sales call effectiveness to 96%

Product Management Intern – Tokopedia

Nov 21 – Feb 22

- Supported development & QA of internal CRM tools for targeted marketing campaigns
- Designed 2 PRDs on email and push notification features, collaborating with engineering & design team
- Automated OKR reporting with Excel macros, saving 1.5 hours/week

Business Intelligence Intern – OVO

May 21 – Sep 21

- Built machine learning model to automate KPI forecasting, improving forecast accuracy by 15% and saving 45 min/week
- Developed 2 self-service Tableau dashboards for Top Up & QRIS transaction analytics
- Optimized SQL queries to reduce daily report runtime by 90%

ORGANIZATION & VOLUNTEERING

Sponsorship Manager – Investment Festival by ITB Capital Market Club

Feb 20 – Oct 20

- Devised budgeting plan and gathered funding from 3 major financial institutions
- Amassed over 150 participants to annual investment seminar

Finance & Logistics Officer – AIESEC Bandung

Dec 19 – Jan 20

- Managed Rp20 million budget and operations for Winter Social Entrepreneurship Project
- Collaborated with 12 international volunteers to market a local SME product online

AWARDS & COMPETITIONS

- | | |
|--|-------------|
| • 2nd Place, Data Analysis – Pekan Raya Statistika ITS (SEA region, 60 teams) | 2021 |
| • 1st Place, Data Analytics – FIND IT! UGM (50 teams) | 2021 |
| • 2nd Runner Up – Hult Prize at ITB (120 teams) | 2020 |
| • Honorable Mention & Best Position Paper – UNDP Council, Parahyangan National MUN | 2019 |

SKILLS & CERTIFICATIONS

Languages: Bahasa Indonesia (Native), English (IELTS 8.5 / 9.0)

Tools: SQL, Python, R, Tableau, Excel, PowerPoint, JIRA, Confluence, ClickUp

Certifications:

- Python for Finance: Investment Fundamentals & Data Analytics (Udemy)
- Intro to Finance, Accounting, Modeling & Valuation (Udemy)