

PORTFOLIO

CONTACT:

florencetana08@gmail.com

+6285921725671

<https://www.linkedin.com/in/florence02/>



Hi! it's me, **Florence!**

About me,

A person with a strong interest and experience in product management and project management. With a passion for understanding user needs and driving product development, I have hands-on experience working with teams to gather product requirements, conduct competitor analysis, and support the product development process. I am familiar with using various tools and methodologies, including Agile, and have contributed to projects that involved collaboration across different functions.

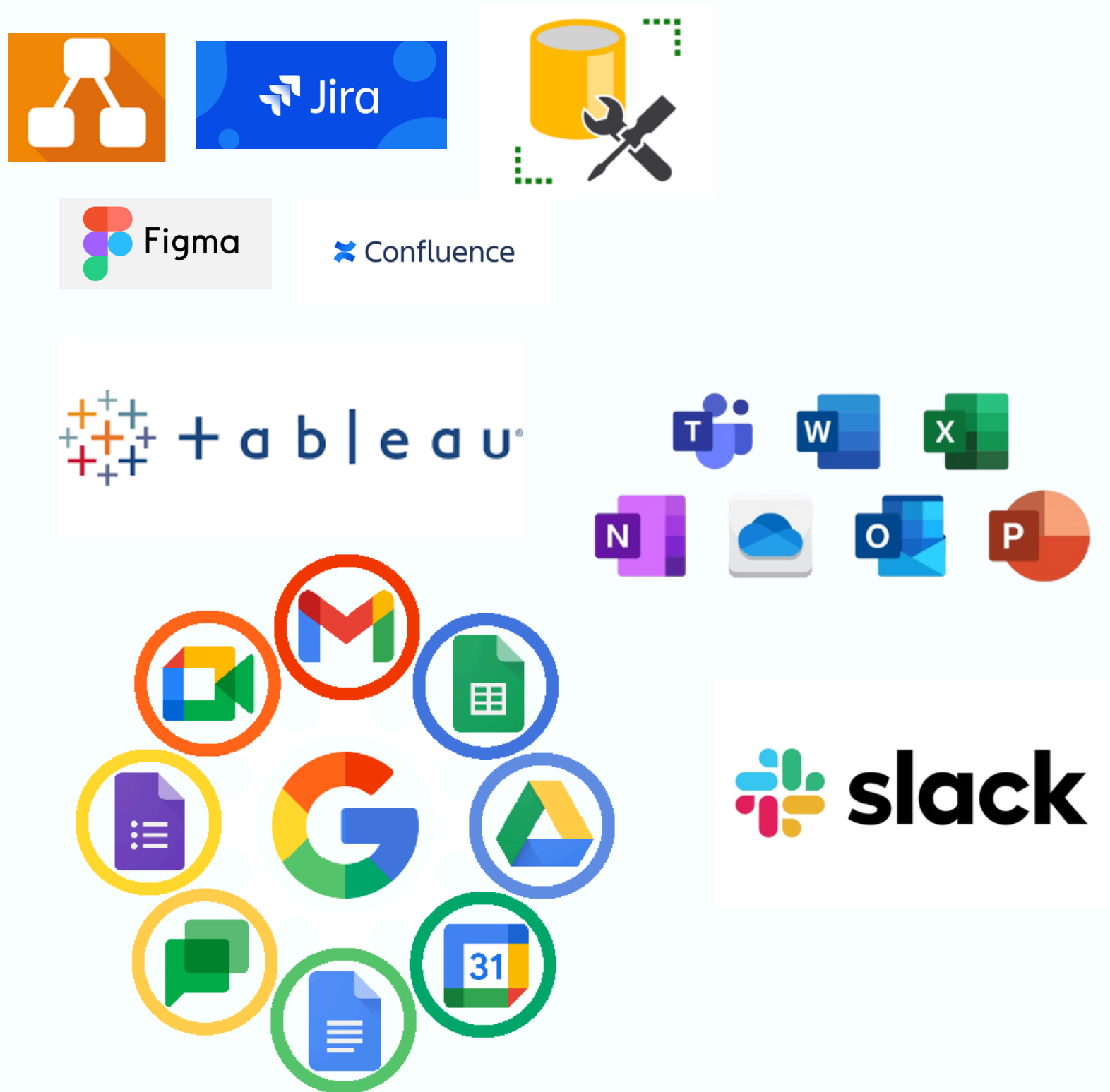
I am eager to apply my skills in problem-solving, critical thinking, and collaboration, and I look forward to further developing my expertise in product management and business analysis to help create meaningful solutions and drive success.

EDUCATION

✿ **Asia Pasific University of Technology and Innovation, Kuala Lumpur**
2021-2024
Information Technology (Business Information System)
3.40/4.00

✿ **SMA Santa Ursula Jakarta**
2018-2021
Natural Science

Skills



- ✿ Analytical Thinking
- ✿ Team Work
- ✿ Communication
- ✿ Leadership
- ✿ Problem Solving



Product Management Intern- Pulsifi, KL MY

Overview

Pulsifi is a Singapore and Kuala Lumpur-based AI-driven talent management platform that helps businesses optimize their recruitment and employee management processes. By utilizing artificial intelligence and data analytics, Pulsifi enables organizations to enhance decision-making regarding hiring, talent development, and workforce planning.

Contributions

1. Product Development Support
 - Created 3 PRDs for upcoming feature releases, helping align the product team on requirements and timelines
 - Translating 5+ key product documents for Indonesian partnership deals, ensuring smooth communication and product alignment.
 - Contributed localizing Pulsifi’s product into Indonesian and Portuguese, expanding user accessibility in 2 new regions.
2. Feature Development & Execution
 - Collaborated in designing the flow for a new product feature, which was successfully executed by the UI team.
 - Developed a product tour that reduced onboarding time for new users by 30%, allowing them to better understand and navigate the platform independently
3. Release Notes & Sales Enablement
 - Authored 5+ detailed release notes that improved transparency on feature updates, helping cross-functional team understand of product improvements
4. Meeting Management & Task Delegation
 - Compiled MOM (Minutes of Meeting) for all team meetings, leading to more efficient project tracking & improvement in task completion speed.
5. Collaboration & Feature Planning
 - Collaborated with the UI, Engineering, & data teams to optimize CV parsing flow, improving processing time by 15% and ensuring faster candidate screening for clients.
7. Testing & Jira Ticketing
 - Actively participated in manual testing for feature releases, helping identify and resolve bugs, improving the product’s stability for end-users
8. Product Research
 - conducted competitor research to identify key features, providing insights that influenced the development of new features



Find great hires, make them leaders
Pulsifi's People Data Platform helps organizations improve talent acquisition and management by...

Pulsifi



Meeting Notes

PRD

Release Notes

Agile

Jira

Google Workspace

Confluence

Product Research and Analysis

Localization

Manual Testing

Product Tour

Slack

Design & Visualisation



Product Management Intern – CreativeQode



Web Design & Development Services
Creative Qode offers professional web design & development services in Jakarta Barat, specializin...
creativeqode.com / Mar 7



Overview

CreativeQode is a digital agency specializing in web development, app development, and digital marketing solutions. The company helps businesses create innovative online experiences by developing customized digital products. They focus on client satisfaction through clear communication, high-quality product delivery, and data-driven decision-making.

Contributions

1. Product Development & Planning

- Created 5 PRDs for the development of new reservation system (including CRM), ensuring clear product specification & alignment across teams
- Assisted in feature scoping to prioritize key functionalities for the initial development phase.
- Conducted competitor benchmarking, identifying 7 potential competitors from 4 countries, providing actionable insights that influenced product decisions.

2. Client Research & Roadshow Participation

- Participated in product roadshows, conducting client interviews to understand pain points and requirements before development.
- Attended 4 client meetings to gather product requirements, ensuring alignment with client expectations and securing approval for the development roadmap.

3. Analytics & Reporting

- Tracked client website performance using Google Tag Manager (GTM) and Google Analytics (GA), generating reports via Google Looker for data-driven decision-making.
- Managed and activated client website domains via Hostinger with a 100% success rate within 24 hours, followed by post-launch maintenance of 3+ websites using ManageWP to ensure 99.9% uptime.
- Conducted deep research on e-commerce website user behavior, identifying pain points that deter online purchases and proposing solutions to mitigate them.
- Indexed client websites on Google Search Console to enhance search visibility and discoverability.

4. Process & Documentation

- Created detailed flowcharts for the reservation system, providing a visual representation of user interactions and system processes.
- Drafted BAST documents and a go-live checklist, reducing pre-launch review time by 30% and ensuring all components met quality standards.
- Assigned and tracked over 20 product development user stories using structured documentation (“Given a [user], When [feature], Then [benefit]”), ensuring seamless communication across teams.
- Utilized Notion to manage a database of 50+ potential partner companies, identifying and labeling 15+ high-potential candidates, 5 of which successfully proceeded to partnership discussions.
- Documented meeting minutes (MoM) for 10+ internal and client meetings, improving accountability and follow-up on action items.

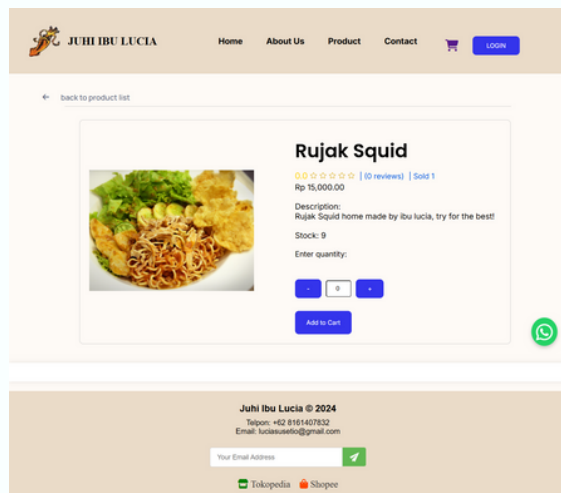
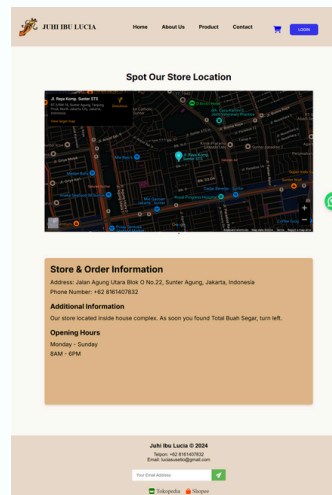
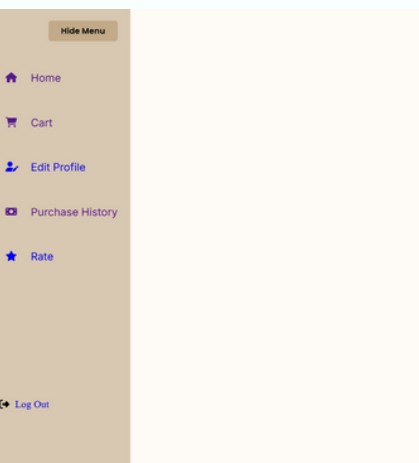
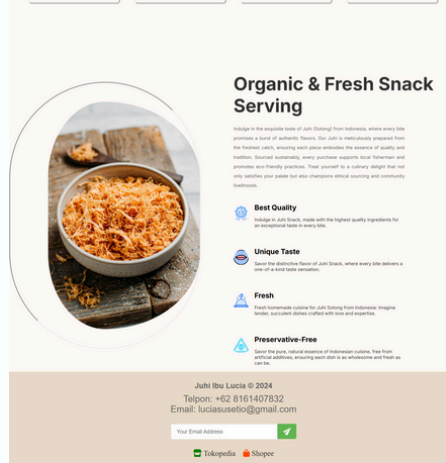
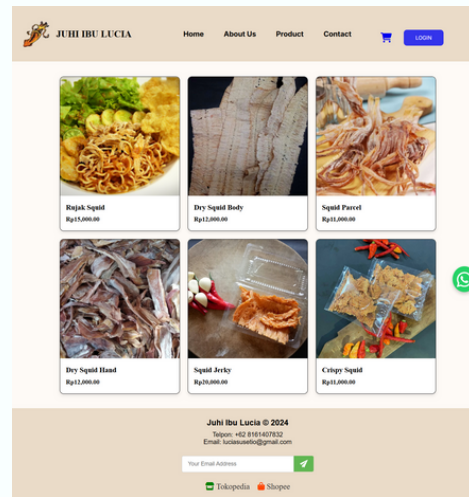
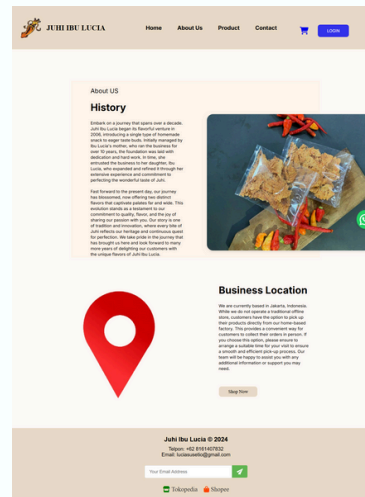
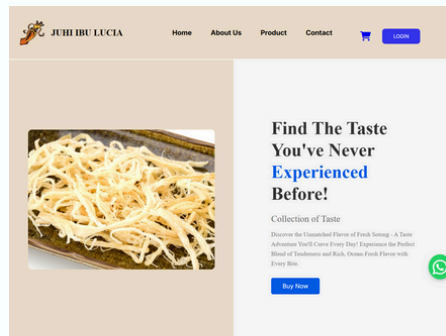
5. Collaboration & Quality Assurance

- Collaborated with front-end developers to validate 100% compliance of product features with client requirements.
- Supported product quality assurance by addressing client feedback on copywriting and UI/UX changes, resulting in a 95% approval rate for initial design iterations.
- Monitored project timelines, ensuring 100% of key milestones were met and reducing the risk of delays through consistent team communication.

Experience

Project

Link: len123-dotcom/FYP_Florence



E-Commerce Website for Small Businesses

The E-Commerce Website was developed using **HTML, CSS, XML, and C# in the .NET framework**, designed to meet the specific needs of small businesses in Indonesia. The platform includes key features such as **Add to Cart** with quantity adjustments, **User Login and Registration**, and a simplified **order process**. Although real-time tracking was excluded to prioritize affordability, the platform delivers a seamless shopping experience tailored to its target audience.

In this project, I acted not only as a developer but also leveraged business analysis skills to identify and address **business needs**. I conducted **research** to understand the challenges faced by small businesses, defined clear functional requirements, and translated them into technical solutions. For example, prioritizing user-friendly design ensured the platform could be easily adopted by both sellers and buyers.

The project was managed using the **Scrum methodology**, where iterative sprints enabled me to gather feedback from stakeholders (such as small business owners) and refine features. Key deliverables included a responsive UI for desktop and mobile, dynamic cart management, and secure login functionality. **User Acceptance Testing (UAT)** was conducted to validate that the platform met user needs and expectations, ensuring both functionality and usability.

This experience demonstrates my ability to bridge the gap between business needs and technical solutions, a valuable skill for roles in product development, business analysis, or project management. It highlights my strengths in problem-solving, requirements gathering, and delivering actionable solutions that align with real-world business goals.

Details:

Features (Customer):

- Login and Registration with password.
- Dynamic Cart Management: Add to cart, update quantities, and remove items seamlessly.
- User Profiles: Allows users to manage their personal details and view order histories.
- Order History: Displays past orders with detailed information for better user experience.

Features (Admin):

- Admin Panel: Enables administrators to add, edit, delete products, and accept or reject orders efficiently.

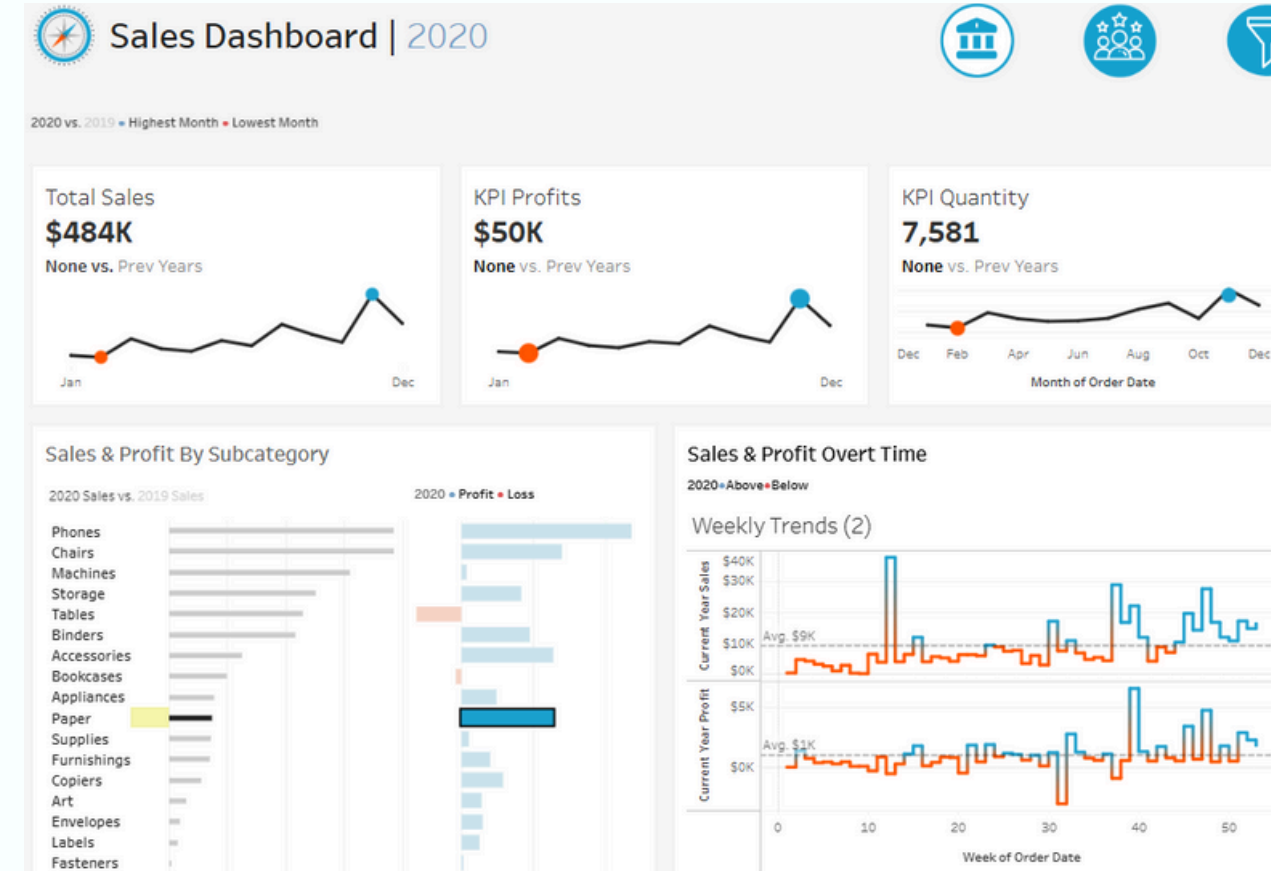
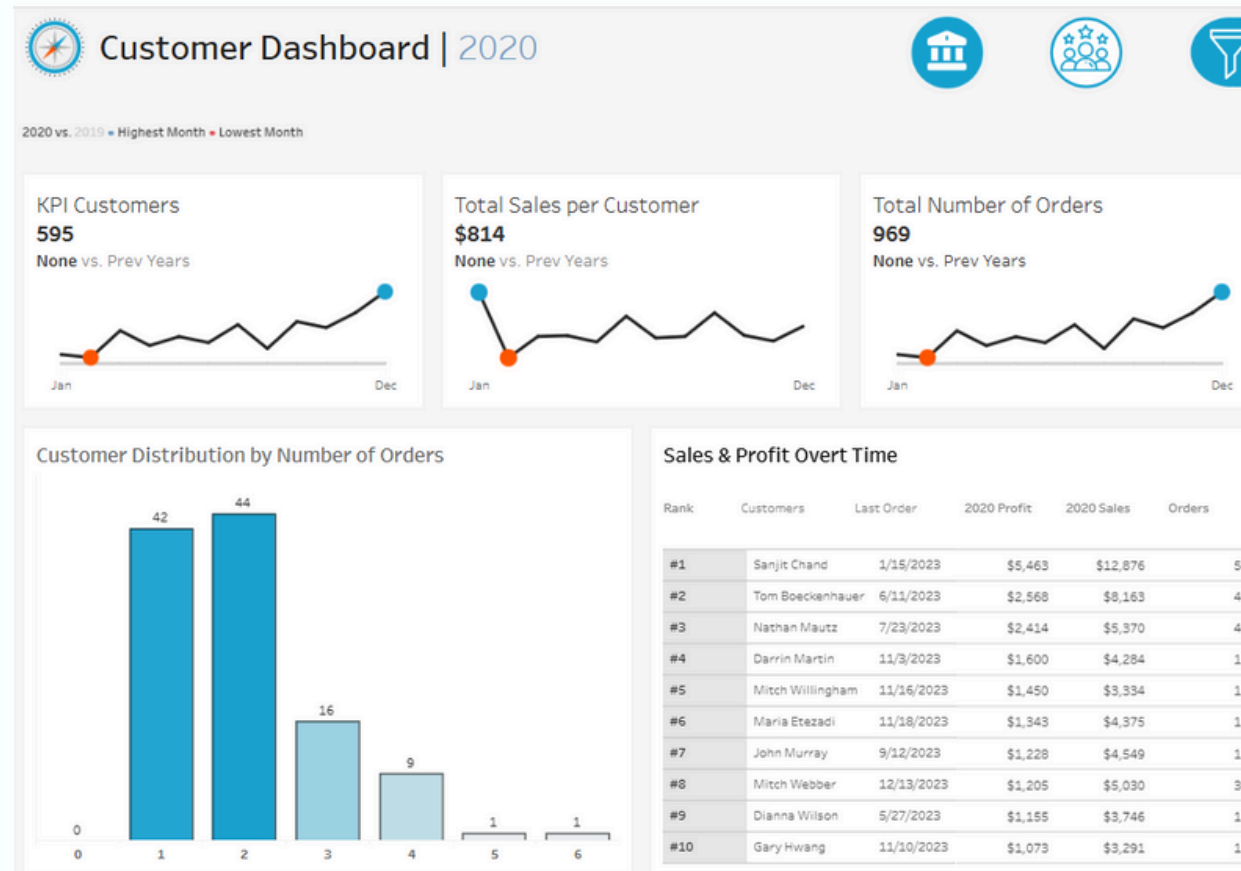
Development Highlights:

- UAT Process: Conducted User Acceptance Testing with real business users to validate features and improve usability.
- Performance Optimization: Ensured smooth functionality with clean backend logic and responsive UI.
- Web Development: Used HTML, CSS, XML, and C# to build a responsive, interactive platform.
- Agile Development: Applied Scrum methodology to manage development in iterative sprints, ensuring quick delivery and feedback incorporation.
- Database Integration: Designed and implemented database schemas for storing user data, products, and order details.
- Understood and aligned the project with the needs of small businesses in Indonesia.
- Delivered a solution to enhance operational efficiency and improve the customer shopping experience.

E-Commerce Web

Project

Link: <https://public.tableau.com/app/profile/florence.ms>



The Customer & Sales Dashboard was created in Tableau to provide actionable insights by comparing current and previous year data, focusing on customer sales, total customers, number of orders, and profit. It highlights key metrics like total sales, profitability trends, and product demand. The dashboard enables users to filter data by year and segment, making it easier to identify high-value customers, peak sales months, and top-performing products. Through this project, I demonstrated skills in data analysis (calculating year-over-year growth and key KPIs), dashboard design (creating interactive, user-friendly visualizations), and business acumen (focusing on insights that drive decisions, such as targeting profitable customer segments).

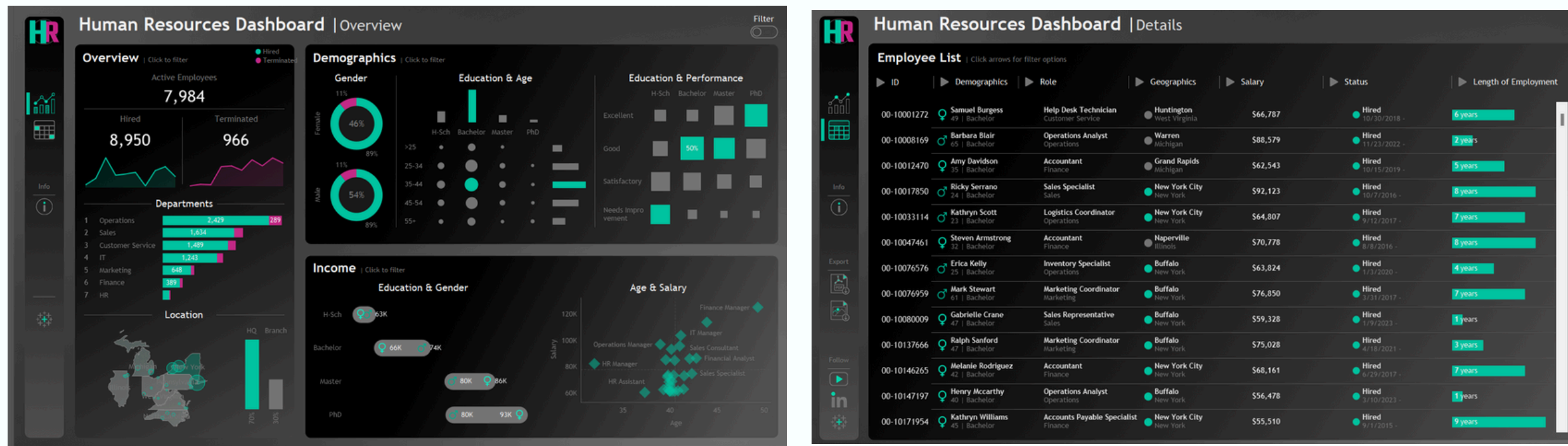
Details:

- Interactive Visualizations: Enabled users to filter data by year, customer segments, and product categories for granular insights.
- Comparative Analysis: Simplified complex year-over-year trends into clear visuals, making data-driven decisions easier.
- Scalability: The dashboard can easily be adapted to other datasets or business models.
- Data Analysis: Used Tableau to clean, visualize, and analyze data trends., Calculated year-over-year growth rates and comparative metrics for clear insights.
- Dashboard Design: Designed interactive dashboards that highlight key metrics with filters for deeper exploration., Ensured a user-friendly layout with clear labels, color coding, and dynamic charts.
- Business Acumen: Focused on KPIs relevant to business goals like customer growth, sales, and profitability., Recommended actionable steps based on insights, e.g., focusing on profitable customer segments.

Tableau

Project

Link: <https://public.tableau.com/app/profile/florence.ms>



The HR Dashboard was designed in Tableau to streamline workforce analysis by providing insights into employee demographics, hiring trends, and organizational distribution. It includes key metrics such as the total number of active employees, hires, and terminations, along with details on employee gender, hire dates, locations (HQ and branches), and income distribution by gender. The dashboard also explores employee age groups, average education levels, and relationships between age and salary. A detailed employee view allows stakeholders to filter and analyze individual profiles for better workforce management. This project showcases skills in data visualization (creating interactive and detailed charts), data analysis (identifying trends in hiring, termination, and pay equity), and dashboard design (presenting complex data in an intuitive format for HR decision-making).

Details:

- Dashboard Design: Designed an interactive HR dashboard with filters for gender, location, and employment status, allowing granular exploration., Ensured a user-friendly layout with clear charts (bar, scatter, maps) and tooltips for detailed insights.
- Incorporated dynamic tables for individual employee profiles with drill-down capabilities.
- Focused on metrics relevant to workforce management, such as active employees, hiring rates, and pay equity.
- Highlighted actionable insights, like identifying pay gaps or workforce distribution, to guide HR decision-making.

Tableau

Organization



As a member of the Project Management staff in my university organization, I played a key role in planning and executing multiple events by coordinating directly with the organization's President and collaborating across various divisions. This experience honed my ability to manage timelines, allocate resources, and ensure smooth event execution.

Key responsibilities and achievements:

Coordination and Communication: Acted as the primary liaison between the Project Management division and other teams, ensuring all stakeholders were aligned on event goals, timelines, and deliverables.

Event Planning and Concept Development: Designed event concepts and ensured they aligned with the organization's objectives, creating a clear roadmap for execution.

Timeline Allocation and Resource Management: Allocated time and resources for each event under the Project Management division's responsibility, prioritizing efficiency and attention to detail.

Collaboration Across Divisions: Worked closely with divisions such as Logistics, Public Relations, and Creative to ensure all aspects of the event—venue preparation, marketing, and audience engagement—were successfully executed.

Problem-Solving Under Pressure: Anticipated potential challenges and developed contingency plans, enabling seamless execution even under tight deadlines.

Through these responsibilities, I developed a strong foundation in organizational skills, stakeholder management, and collaborative teamwork. This experience has equipped me with valuable skills for project management roles, including the ability to balance strategic planning with practical implementation to achieve impactful results.

TIMELINE DEKOR ACARA																																					
RENCANA KEGIATAN	SEPTEMBER							OKTOBER																								NOVEMBER					
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Pembentukan Grup																																					
Briefing Jak-dors																																					
Cari Konsep Dekorasi																																					
Finalisasi Dekorasi																																					
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Checklist barang																																					
PERKIHAN BARANG SAMPAI																																					
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Project Management

CONTACT ME AT:



florencetana08@gmail.com



+62 85921725671



[Florence.](#) | [LinkedIn](#)