Maulid Rezki

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EXPERIENCE

Mahayana Permaculture / PT Mahayana Permakultur Indonesia, Indonesia   **October 2017 – Present**
Director of Business Development & Monetization
- Increased company's valuation by 38% from Rp. 2.616.400.000, - to Rp. 3.694.874.430, - through selling 2.64% company's stocks to investors
- Collaborated with Commissioner and Board of Directors in the planning of 20-years strategic partnership reseach of 1M USD with ARSARI Group
- Keynote speaker at "The Meeting of Minds" Forum 2019: top 3 finalists for startup competitions from MENA and ASEAN region
- Structured additional Rp. 595.700.000, - of funding, growing the funds from Rp. 2.020.700.000, - totaling to Rp. 2.616.400.000, -
- Product Owner for two new products: Savu Lontar Sugar and Salatiga Jungle Stay Experience, generated sales of Rp. 75.000.000 + at MVP stage
- Managed l year land acquisition project and negotiated purchase agreements with landowners and government agencies (State Owned Enterprises) with a budget >Rp. 200.000.000, - located in Mentawai Islands – West Sumatra, Bukittinggi – West Sumatra and Sawu Island – East Nusa Tenggara
- Maintained 5 years' business development strategy to utilize company's funds: Data visualization for quarterly reviews w/ Tableau
- Led Waterfall model productivity software initiative, Quip, to current management workflows, resulting in >97% team satisfaction after adoption
- Led recruitment strategy for hiring 10 international research assistants and handled all documentation and immigration procedures
- Organized certified sustainable agriculture training course for 20+ participants from Indonesia, United States, United Kingdom, Germany, Netherlands, Spain, Romania, Australia from 2017 to 2019

Facebook, Menlo Park, CA, United States of America
Community Operations – Product Data Integrity, Public Content Specialist   **April 2016 – August 2016**
- Analyzed ~2800 pieces of public content weekly, extracting insights and trends using Tableau that fed into UX research for FB Live and Instagram Stories
- Utilized Excel, SQL and Tableau to report and deliver weekly performance updates to identify strengths/weaknesses of various Facebook products
- Worked on 3+ ad hoc projects that connect Facebook users with the most relevant social conversations across all platforms (Sports, Politics, Pop Culture)
- Led 4 go-to-market presentations covering deep dive analysis on social media competitors (Snapchat / Snap Inc, Twitter, LinkedIn)
- Consolidated best practice playbook of Facebook Live for Public Figures Partner through >10,000 data of qualitative and quantitative analysis
- Helped write policies for new team projects, coordinated policy refreshers and new team members training

Community Operations – Online Operations, Customer Operations Specialist   **August 2015 – April 2016**
- Assigned to work on the operation of a new Facebook feature, M, to analyze >1,000 intents / data weekly using VBA and Tableau to synthesize insights from user interaction
- Trained natural language artificial intelligence, Wit.ai, through A/B testing with >2,000 beta participants (internal employees and global users) aimed at positive user engagement and retention
- Collaborated and provided cross functional feedbacks and studies of >5000 users' data to multiple teams (Design, Engineering, Product and Finance) to execute product goals, troubleshoot problems, and rollout of new features
- Managed 8 remote contractors from Philippines for 3 months' data collection project; delivered strategic product recommendation to UX research team

Koru, San Francisco, CA, United States of America   **June 2015 – July 2015**
Koru @ Facebook, Selected Participant
- Selected as one of twenty-five participants for Koru, a rigorous and competitive business immersion program
- Analyzed 450+ quantitative dataset of over 50 countries to find patterns of bug reporting for Facebook Android Beta Channel using Tableau and Excel
- Performed competitive intelligence of 40+ companies to develop a go-to-market strategy to improve Facebook user experience
- One of four participants with an offer to work with Facebook for Community Operations team after completion of Koru program

NIMIA, Seattle, WA, United States of America   **June 2014 – September 2014**
Media & Technical Sales, Intern
- Managed leads and marketing outreach through CRM software, adding 1,000 new leads to a database of 17,000+ leads
- Conducted 120 live demonstrations of NIMIA's product offerings to over 27 countries resulting in 85% conversion rate
- Created marketing materials and executed a marketing outreach campaign directed at 100 new clients
- Onboarded 102 new clients to NIMIA Digital Rights Managements resources (Codecs, Production Contract, Footage License and Music Agreement)
- Awarded "Intern of the Month" in the first month of employment for consistently exceeding sales and leads (40+ per week)

PROJECT

OKSANS.com, Jakarta, Indonesia   **March 2020 – Present**
Founder
- Designed, developed and launched Beta stage online peer-to-peer marketplace for services, spaces, and goods web application: Prototyping w/ Adobe XD
- Managed Front End and Back End engineers to set a tech stack: Back End (Django, Django Rest framework), Front End (React JS, MobX, Axios)
- Conducted >30 hours 1 on 1 interviews with 45 service providers for market research and cognitive walkthroughs of UI design workflow
- Completed product development stages at Beta (Ideation, Research & Wireframing, Prototyping, Development, Deployment, Beta)

COLLEGE EDUCATION

Seattle Pacific University, School of Business and Economics, Seattle, WA, United States of America   **August 2015**
Bachelor of Business Administration – Finance

Bellevue College, Bellevue, WA, United States of America   **December 2013**
Associate of Business - Direct Transfer Agreement/ Major Related Program

CERTIFICATION & SKILLS
- **AWS** Certified Cloud Practitioner, **PMI**: Scrum, PM Foundations, Consulting Foundation, Metrics for PM, Growth Strategies, Product Management
- **Skills**: AWS Instances DNS, VPN, Load Balancing, Cloud Storage, Tableau, Splunk, Python, SQL, Adobe XD, Sketch, CRM, Business Development

VOLUNTEER EXPERIENCE

Orientation Leader, Seattle Pacific University, Seattle   **September 2014**
- Led an orientation group; motivating and assisting students with regards to orientation sessions, activities, and meals.

Volunteer, Youth Advocating Leadership & Learning (Y'ALL), Via Indiana University Bloomington   **December 2012**
- Rebuilt 6 houses for hurricane victims in New Orleans on a two-week volunteer trip

President, Indonesian Fellowships Club (IFC), Bellevue College   **June 2012**
- Organized 10 major campus events for students such as: International Student Orientation, International Student Night, Indonesian Night, and Bazaar in total of 700+ hours of preparation and planning