

Renata Anastasia

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Product Management | Business Strategy & Operations | Data Science | Machine Learning | Data Analyst
UI/ UX and Prototyping | Project Management | Business Development | Account Management

Education

- Cornell Tech, New York: Master of Operations Research and Information Engineering | GPA: 4.00 May 2023
Relevant Coursework: Applied Machine Learning, Pricing Analytics, Human-Computer Interaction, UX Research, Digital Marketing
Honors/ Awards: Merit scholarship from Cornell University
- Bandung Institute of Technology, Indonesia: Bachelor of Mathematics | GPA: 3.70 July 2019
Thesis: [E-Commerce Recommender System using Online Gaussian Process](#)

Technical Skills

- Programming Language: Python, SQL, R
- Design Tools: Figma, Moqups
- Project Management Tools: JIRA, Confluence, Asana, Miro
- BI Tools: Holistics, Domo, Google Analytics

Work Experience

Enterprise Product Manager | Qoala Insurtech, Indonesia

Aug 2020 - July 2022

Qoala is a series-B insurtech company backed by Sequoia Capital and partnering with tech companies to enable embedded insurance

- Led B2B2C product ideation by conducting market research and launching >15 products leading to 5x yearly revenue growth.
- Developed and executed product roadmaps including timeline, resources, and marketing budgets, and created product documentation consisting of product specifications and training material for the Customer Experience team.
- Collaborated with cross-function teams in Southeast Asia and India including developers, data, sales, legal, finance, and marketing to develop go-to-market strategies and launched new products/ features.
- Initiated operations improvement project that improved complaint handling by creating a new standardized process and successfully reduced complaint process from 7 days to 3 days.

Rotational Analyst - Data Analytics and Product Marketing | Citibank, Indonesia

Aug 2019 - Aug 2020

- Developed a data-driven telemarketing strategy for loan bookings using logistic regression to reduce cold-calling costs, resulting in an 87% increase in booking amount.
- Implemented campaign customization using customer segmentation and behavior analysis to increase Electronic Direct Mail (EDM) open rate by 2x and higher engagement with customers.
- Engineered end-to-end redesign process for opening bank accounts during the Covid-19 pandemic, including user-flow design, operational workflows, and regulatory policy assessment, resulting in a more streamlined and cost-effective experience.

Project Intern | Boston Consulting Group, Indonesia

May 2019 - Aug 2019

- Conducted a thorough analysis of the agritech company's existing warehouse management system and identified opportunities for waste management improvement.
- Developed an improved warehouse management system for inventory tracking, forecasting, and fulfillment that successfully reduced waste by up to 15%.

Risk Management Intern | Citibank, Indonesia

June 2018 - Aug 2018

- Developed and executed comprehensive test cases for system updates related to new user registration and KYC compliance to ensure error-free implementation updates.
- Updated annual credit scoring models for Credit Cards and Loans to ensure accuracy and collaborated with the business team to ensure the updated model is aligned with business goals and regulatory requirements.

Marketing Analytics Intern | Traveloka, Indonesia

May 2017 - Aug 2017

Traveloka is a series-E tech company and Southeast Asia's largest online travel app focused on travel, ticketing, and financial services

- Conducted weekly competitive analysis of the credit card market in Thailand and created a marketing strategy by identifying market trends, resulting in 8% growth m.o.m
- Created extensive market research on credit card companies in Thailand by analyzing market size, customer type, and competitor strengths and weaknesses, resulting in strategic partnerships with 2 major credit card companies.

Others

Projects & Competitions:

- Bloomberg**, Semifinalist, Bloomberg Bpuzzled (2023): Representing Cornell Tech for logical puzzle competition joined by 1,200+ participants globally.
- Fig Medical**, New York (2022): Created a prior authorization platform prototype for small-medium clinics to reduce operational costs and time. Selected as top 6 teams out of 84 teams to present for Open Studio, an open house from Cornell Tech.
- Student Inspiration**, Indonesia (2020): Cofounding an education platform for Indonesian students to democratize youth event information