

# Ravi Garibaldi Akbar

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Seasoned PMO with 8 years of experience in a financial & on-demand service technology industry, looking to deepen my expertise by pursuing a master's degree in Behavioral Sciences program to develop innovative strategies in technology companies to bring social impact through effective nudges to MSMEs in Indonesia.

## EDUCATION

**University of Indonesia, Faculty of Economics and Business**

Depok, Indonesia

**Bachelor of Economics** (major: Public sector economics, minor: International economics)

Aug 2010 - Jul 2014

- Cumulative GPA: 3.60/4.00 (cum-laude honor)
- Undergraduate Teaching assistant in Jun 13 - Jan 14 (Introduction to Microeconomics, Indonesian Economy)

## PROFESSIONAL EXPERIENCE

**PT GOTO Gojek Tokopedia Tbk. (Gojek)**

Jakarta, Indonesia

**Senior Associate, Sales Special Projects – Sales Excellence**

Mar 2020 - Present

Gojek is Southeast Asia's leading on-demand platform that aims to empower micro-entrepreneurs.

- Revamped onboarding flow and increased top funnel by thrice, conversion rate by twice, and reduced onboarding time from 29 days to 3 days in just 2 weeks from new app release in Nov 2024.
- Delivered content update feature that targets managed merchants, with the result to increase cost-efficiency and reduce support tickets by approximately 97% from 552 in Oct 2022 to just 15 in Sep 2023.
- Established SOPs for the Sales team by identifying and solving operational hurdles, resulting in clearer workflow and increasing productivity of the Sales team (reducing Sales cost by IDR 1bio annually).

**PT Dompot Anak Bangsa (GoPay)**

Jakarta, Indonesia

**Associate, Operations Special Projects – GoPay**

Feb 2019 - Mar 2020

- Established SOPs to support integration with strategic partnership: Google Play, Bluebird, and Secure Parking; generating USD 75 mio GTV annually, thus maintaining GoPay position as leading digital payment in Indonesia.
- Streamlined operations by merging the GoPay Care Team with Gojek's Service Excellence Team, achieving annual cost savings of USD 305K while maintaining good user satisfaction levels.

**Junior Manager Process Improvement – Operations**

Nov 2017 - Feb 2019

- Implemented process improvement strategies by analyzing complaint tickets, FGD, and benchmarking against industry standards, resulting in 30% faster resolution time and 20% higher satisfaction from our users.
- Built SOP to onboard GoPay offline & online merchants, allowing GoPay to pass 2 annual audits from central banking as an e-money provider, thus lowering compliance risk of operational shut down, while able to expand use-cases to in-store & online payment, generating up-to 80K trx per day in 2018.

**Supervisor Partnership & Documentation – Operations**

Apr 2016 - Nov 2017

- Built Gojek drivers cash withdrawal process to smoothen GoPay acceptance from supply side.
- Built KYC unit & process, managed 5K daily submissions to be processed within SLA, allowing users to be GoPay Plus (verified) users and do P2P transfer and withdrawal in compliance with central banking regulation.

**PT Bank Danamon Tbk.**

Jakarta, Indonesia

**Auditor – Retail Credit Unit in Internal Audit**

Oct 2015 - Apr 2016

- Implemented risk-based audits in retail credit: automobile lending, mortgage, and consumer loan.

**Bappenas (Ministry of National Development Planning)**

Jakarta, Indonesia

**Jr. Analyst – Directorate of Trade, Investment & International Economic Cooperation**

Mar 2015 - Oct 2015

- Analyzed international and domestic trade growth in RPJMN 2015-2019 (National Medium Term Development Plan 2015-2019), which was presented to the Head of Directorate and Deputy of Economy.

**L'Oréal Indonesia**

Jakarta, Indonesia

**Creative Design & Merchandising Intern – High Flyer Internship Programme**

Feb 2014 - Aug 2014

- Maintained end-to-end merchandising process, and corresponded with third-party digital agencies.

## SKILLS

**Business** : Project management, stakeholder engagement, process improvement, operational strategy  
**Technical** : mySQL, Looker Studio, Tableau, JIRA, Salesforce, Lucidchart, inDesign, Photoshop, Illustrator  
**Programming** : SQL, HTML, CSS, STATA  
**Languages** : Indonesian (Native), English (Fluent, TOEFL iBT: 102)

## VOLUNTEER & LEADERSHIP EXPERIENCE

- **Freelance visual designer (2014 - present)**: created editorial content, web designs, and product mockups for clients, including the **DBS Foundation & UKM Center FEB UI** publication titled "[Profit untuk Misi Sosial](#)".
- **ASEAN Youth Creative Industry Fair (2015)**: Volunteered as liaison officer, promoting the creative industry across the ASEAN Region.
- **Social Act FEB UI (2012)**: Volunteered as designer and participants, which aims to build social awareness within faculty students by contributing to rural villages through various activities and development programs.
- **Kanopi FEB UI (Student Council, University of Indonesia) - Vice Manager (2013)**: Oversaw team and publishing activities, including research papers and student editorials (digital & printed).
- **Indonesia Economic Outlook (2013)**: Lead designer for a nationwide event consisting of economic competition, discussion, and seminar, held annually by Kanopi FEB UI. ([link](#))
- **UI Guide Magazine (2012)**: Creative designer for an annual magazine published by BoE FEB UI, devoted to helping freshmen through providing important information in the form of a magazine. ([link](#))