

AURORA AZHAR AFIRIANTO

E-Commerce Expert, Data Analyst, Growth Hacker

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SUMMARY

An account manager with extensive knowledge in the e-commerce business, digital platform growth, and client relationship building. With 3 years of experience, Aurora acquired proficiency in helping brands and SMEs grow their e-commerce businesses and a keen eye for data analysis.

EXPERIENCE

BYTEDANCE INC. (PT MP GAMES) — Jakarta, Indonesia

Account Manager - FMCG Mom & Baby Category (November 2021 - Present)

- Acquire, activate, and assist Mom & Baby brands in managing their operations on Shop | Tokopedia (formerly TikTok Shop)
- Data processing & analysis to help brands identify strengths, weaknesses, and opportunities to grow their business on the platform
- Successfully improved managed sellers' performance in Q1 through the Ramadhan Sale campaign (up to 126% increment)
- Built "Seller Performance Tracker" & "Building Block Template" for internal use

Digital Operations - Regional User Growth Intern (May 2021 - November 2021)

- Strategize and research to promote the growth of TikTok and Resso
- Successful collaboration with the Business Risk Integrated Control team in preventing fraudulent activities on TikTok & TikTok Shop (suppressed up to 40% of capital loss in August 2021 vs July 2021)

PAPER.ID (PT PAKAR DIGITAL GLOBAL) — Jakarta, Indonesia

Growth Intern (January 2021 - April 2021)

- Research, experiment, and execute campaigns to promote platform growth
- Data processing & analysis to improve user activation & retention
- Successfully spearheaded the "gamification" experiment to promote user activation & retention (up to 20% improvement)

LbE Japan — Fukuoka, Japan

English Camp Leader (October 2019 - March 2020)

- Guided Japanese high school students through a series of fun activities to learn English

ACS Jakarta — Jakarta, Indonesia

Intern Teacher's Assistant (July 2015 - February 2016)

- Temporary substitute teacher for grade 4 & 5 Science classes
- Assistant teacher for the grade 11 & 12 IBDP Mathematics SL classes

EDUCATION

RITSUMEIKAN ASIA PACIFIC UNIVERSITY — Beppu, Japan

Bachelor of Business Administration (April 2016 - March 2020)

GPA - 2.16 (B). Majored in International Management with a specialization in Economics & Innovation.

SKILLS

- Data analysis (Excel)
- Stakeholder management
- Professional presentation skills
- Problem-solving
- Communication
- Attention to detail

LANGUAGES

- English (native level)
- Indonesian (native level)
- Japanese (conversational level)

OTHER MERITS

- Ritsumeikan Asia Pacific University 65% tuition reduction scholarship awardee (2016-2020)
- Japan Student Services Organization (JASSO) Scholarship recipient (2016-2017)
- Certificate of Excellence for First Runner-up Business Pitch from Nihon Keiei Group (2019)
- Leader of Clean Up Jakarta ACS Jakarta/Bantar Jati area (2014)