

RACHMAWATI

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PROFILE

Business Management professional with a high-impact background in pricing strategy, data validation, and e-commerce operations. Expert in Advanced Excel and spreadsheet automation to drive data-driven decision-making and operational accuracy. Proven track record of managing large-scale datasets and collaborating with cross-functional teams to optimize workflow efficiency. Dedicated to transforming complex data into actionable insights that scale business growth and improve bottom-line profitability.

WORK EXPERIENCE

PT. Mitra Seribu Saudara

Price Analyst

Jakarta, Indonesia

July 2025 – April 2026

- Managed end-to-end pricing and campaign execution across 12 strategic regions, overseeing store-level promotions and discounts to maintain market competitiveness and drive e-commerce performance.
- Audited and validated IT data injections (backend uploads) against original campaign submissions for 20–30 daily tickets, ensuring 100% data integrity and preventing pricing discrepancies before live deployment.
- Resolved critical campaign issues (e.g., price mismatches, duplicate vouchers) using Root-Cause Analysis (RCA), while consistently meeting SLAs and delivering SOP recommendations to improve cross-team efficiency.
- Acted as a primary cross-functional liaison between Sales, IT, and Marketing to translate complex business requirements into technical workflows and resolve store-level pricing complaints effectively..

PT. Shopee Internasional Indonesia

Business Development Analyst

Jakarta, Indonesia

August 2024 – July 2025

- Conducted international market research and price benchmarking across Indonesia, Singapore, Brazil, and Malaysia markets, analyzing over 1,500 SKUs daily to ensure optimal price competitiveness on the global platform.
- Performed strategic keyword research to identify high-traffic search terms, optimizing product discoverability and linking relevant competitors to maintain a comprehensive market database.
- Executed precise product matching and data validation, meticulously comparing product attributes and links across multiple platforms to ensure catalog consistency and data integrity.
- Consistently exceeded daily KPIs for data accuracy and research volume, providing the Business Development team with actionable insights to drive regional promotional strategies and pricing decisions

PT. Gravel Technology Indonesia

Business Support Intern

Jakarta, Indonesia

May 2024 - August 2024

- Supported the business operations team by streamlining material request management processes and ensuring efficient administration
- Generated and analyzed daily, weekly, and monthly material request reports to identify trends and optimize resource allocation.
- Tracked and validated invoices and purchase orders, accurately calculating handling fees to maintain financial precision.
- Collaborated with sales and cross-functional teams to improve workflow efficiency and data-driven decision-making.

PT. Bank Negara Indonesia Tbk X PMMB BUMN

Enterprise Risk Management Intern

Jakarta, Indonesia

September 2022– March 2023

- Addressed and resolved 20-30 application issues daily, identifying root causes and implementing effective solutions to enhance user satisfaction and system efficiency.
- Cleaned and organized a database of over 5,000 debtors using Microsoft Excel, ensuring data accuracy and consistency for risk analysis and reporting purposes.
- Contributed to the development of debtor risk rating models, analyzing financial and operational data to identify key risk indicators and improve credit decision-making processes.
- Managed and organized financial reports and documentation, providing actionable insights to support strategic planning and compliance with company policies.

EDUCATION

Universitas Pembangunan Nasional Veteran Jakarta

Jakarta, Indonesia

Business Management, Finance (GPA: 3.87)

Graduation Date: April 2024

- Runner-Up of the Business Plan Competition on the BI Corner Competition "Nations in Economics" (2022)
- Publications: Rachmawati, Ardhiani Fadhila. (2024). Dynamics of IDXENERGY Stock Returns: A Comprehensive Analysis of GDP, Exchange Rates, DJIA Index and Oil Prices, Formosa Journal of Sustainable Research, 3(2), 213–230. <https://doi.org/10.55927/fjsr.v3i2.8058>

ORGANIZATIONAL EXPERIENCE

Management Competition (MANCOM) 2022 – Himpunan Mahasiswa Manajemen

Jakarta, Indonesia

Public Relations

February 2022 – October 2022

- Collaborated with a team of nine to develop and implement sponsorship strategies, maintaining strong relationships with potential sponsors and external MANCOM.
- Assisted in preparing sponsorship documentation, negotiating terms, and successfully securing two key sponsors through signed MOUs.

SKILLS & CERTIFICATE

Toolset: Microsoft Excel (PivotTables, VLOOKUP, HLOOKUP, IF Statements), Spreadsheet, Microsoft Word, Microsoft PowerPoint, Power BI, Canva, and Google Docs.

Certifications: Microsoft Office Specialist: Excel Associate Office 2019 (Sep 2022), Microsoft Office Specialist: Excel Expert Office 2019 (Sep 2022).