



ZIFANA HAZIFA

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PROFESSIONAL SUMMARY

Versatile professional with experience in **Operations, Customer Service and Data Analysis**. Proven track record in driving **Employer Success** and optimizing workflows through cross-functional coordination and standardized SOPs. Experienced in supporting the development of internal databases and job portals, as well as executing **business experiments** to enhance revenue and company retention. Additionally, possesses strong attention to detail from a background in **content quality control** and multilingual **subtitle proofreading**.

EXPERIENCE

Pintarnya (PT. Pintarnya Solusi Teknologi) – Jakarta (Mar 2022 – Present)

Senior Operations & Customer Service Associate (Feb 2025 – Present)

Facilitate seamless daily operations by maintaining efficient and accurate internal processes, and coordinate effectively between the Operations and Customer Service team and other departments

- Successfully maintained CS First Time to Respond (FTTR) under 10 minutes/chat
- Maintained SLA for job post verification and QC processes within 3×24 hours
- Kept fraudulent employer rate below 1%
- Delegated 5–10 requests per month from external teams to Operations and CS teams without impacting their workload
- Assisted Operations and CS teams in maintaining a simple workflow
- Supported cross-functional projects impacting Operations and CS teams

Operations Associate (Jan 2024 – Feb 2025)

Facilitate seamless daily operations by maintaining efficient and accurate internal processes, and coordinate effectively between the Operations team and other departments

- Assisted in finalizing SOPs for the Operations team and creating automation development which reflects a simple workflows
- Optimized verification and QC jobs process to less than 3x24 jam
- Reducing fraud cases to less than 1%
- Efficiently fulfilled external team requests in under 24 hours
- Consistently provided 300 candidates per day to premium employers, supporting their recruitment needs

Operations Analyst (Aug 2023 – Jan 2024)

Support operational efficiency and data-driven across recruitment, verification, QC jobs, customer service, and platform performance processes

- Successfully collaborated with external teams (Data, Products, Eng, Marketing, etc) to implement new features that increased business revenue and retention
- Conducted market research or survey, with insights used to drive business continuity (achieve double revenue growth)
- Supported cross-functional projects to improve operational efficiency and user experience, ensuring timely delivery and measurable impact.

Employer Success and Customer Service (Mar 2022 – Aug 2023)

Assist employers in achieving successful recruitment outcomes through the job portal platform. Additionally, ensure that all employer inquiries are properly handled

- Successfully facilitated recruitment matchmaking resulting in 20+ candidates hired per month
- Developed a new Customer Service SOP that is still in use today
- Efficiently handled inquiries across three platforms (Email, WATI, Tawk.to) with an average of 30+ chats per day
- Assisted in the verification process of over 300 employers per month

- Contributed to identifying fraudulent employers and created new SOP
- Successfully collaborated with Product and Engineering teams to implement improvements and launch new features that increased business retention
- Earned recognition from employers for successfully facilitating their recruitment processes

TUJUU Media – Jakarta (*Feb 2022 – Sep 2022*)

Freelance Subtitle Proofreader

- Proofread and corrected typography/grammar for 24+ films and series in Bahasa Indonesia, English, and Malay.

Research and Academic Experience

Project-Based Research Assistant | Siak River Water Quality Project, Riau (*Jul – Aug 2019*)

- Executed field research to assess water quality parameters, focusing on the physical and chemical analysis of the Siak River ecosystem.
- Managed end-to-end data collection, including sample acquisition, meticulous documentation and comprehensive data analysis for faculty research.
- Collaborated closely with lead lecturers to ensure high-accuracy results in environmental monitoring.

Undergraduate Laboratory Assistant | Universitas Indonesia (*Sep 2018 – Dec 2019*)

- Facilitated specialized laboratory courses for Animal Anatomy, Animal Diversity and Ecology, supporting both classroom teaching and field observations.
- Mentored undergraduate students in mastering technical lab protocols and biological research methodologies.
- Coordinated logistics for lab sessions and field-based experiments to maintain a productive learning environment.

EDUCATION

Bachelor of Science - Universitas Indonesia (*Aug 2016 – Jan 2021*)

- **GPA:** 3.17 / 4.00
- **Educational:** Awardee of Beasiswa ILUNI FEB UI (*2016-2021*), Speaker - The 6th ISMART (*2021*), 8th Place Winner - Wonju Dynamic Dancing Carnival, South Korea (*2018*)
- **Honors:** Inspiring Employee at Pintarnya (*Sept 2023*)

SKILLS

Tools: Microsoft office (Word, PPT, Excel), Google (Docs, Sheet, Slides, Sites), Tawkto, WATI, Email, Calendly, Postman, Trello, Growbot, Figma, Hubspot, Google Play Console, Google Looker Studio, Meta, Tally, Subtitle Edit

Core Competencies: Strategic Operations, Project Management, Data Analysis, Fraud Prevention, Customer Success, Product Improvement, Market Research

Language: Bahasa Indonesia (Native) | English (Intermediate)

PROJECTS

GTM (Go To Market) Product Pintarnya

- **Goals :** Maintain company's ecosystem
- **Strategy :** Build confidential experiment (new biz) as a support to maintaining company's revenue and retention
- **Result :** Successfully maintain the company's ecosystem as seen from growth 30-50% revenue and retention

Retention Product Pintarnya

- **Goals :** Retent existing employers and acquired new employers big brand
- **Strategy :** Partnered with Product and Engineering teams to improve features and created standardized Customer Service & Fraud Detection SOPs to ensure a safe and responsive environment.
- **Result :** Achieved 30-50% growth of ITI, achieved 30 new employers big brand, fraud <1%, increasing 20% total active job post

Revenue Product Pintarnya

- **Goals :** Monetize employment
- **Strategy :** Increased AE and Sales target within a month and build new experiment to monetize existing employers
- **Result :** Achieved increasing 50% revenue from employment side