

MUHAMMAD MIFTAHUL HABAI B

E-Commerce Operations & Product Data Specialist

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PROFESSIONAL SUMMARY

E-commerce and product operations professional with 4+ years of experience across SKU management, digital merchandising, partner operations, procurement, and product data. Hands-on experience managing 25,000+ healthcare SKUs across 6 parent categories and 222 Level-2 categories, supported by Google Analytics and spreadsheet-based analysis. Combines business operations experience with practical Laravel, MySQL, API integration, and web deployment skills.

PROFESSIONAL EXPERIENCE

Account Management PT Bimini Longevity (HDmall.id)	Jan 2025 - Present
- Manage relationships and commercial coordination across a portfolio of approximately 300 healthcare partners, including promotion planning, performance discussions, and improvement opportunities. - Analyze partner and product performance to identify opportunities for stronger exposure, campaign participation, and sales potential. - Coordinate with Marketing and Customer Service to refine partner initiatives and support smoother campaign execution.	
Business Development Assistant PT Bimini Longevity (HDmall.id)	Jan 2023 - Dec 2024
- Managed and maintained 25,000+ healthcare SKUs across 6 parent categories and 222 Level-2 categories, including product details, pricing, schedules, and catalog structure. - Owned homepage and category merchandising decisions using sales performance, Google Analytics pageviews, strategic location, price fit, and category-demand signals; reviewed hundreds of SKUs per optimization cycle. - Used Google Sheets, Pivot Tables, and VLOOKUP to analyze products and continuously maintain positioning, including hero/side SKU exposure tests and replacement decisions.	
Purchase Assistant PT Bimini Longevity (HDmall.id)	May 2022 - Dec 2022
- Processed pharmaceutical purchases and coordinated with pharmacy suppliers and logistics partners to support accurate and timely order fulfillment. - Compared medicine pricing and supplier proximity to help select cost-efficient sourcing and delivery options for customer orders.	

EDUCATION

Universitas Pamulang - Informatics Engineering	2022 - 2026 (Expected)
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SKILLS & LANGUAGES

Operations & Data: SKU & Catalog Operations, Digital Merchandising, Product Data Analysis, Partner Operations, Google Sheets, Excel, Airtable, Google Analytics	Indonesian Native
Technical: Laravel / PHP, MySQL, API Integration, Figma, cPanel Deployment	English Intermediate / Working Proficiency