

PORTFOLIO 2026

Muhammad Miftahul Habaib

E-Commerce Operations & Product Data Specialist

SKU Management · Digital Merchandising · Business Operations · Web Solutions

Bridging business operations, product data, and technology to build more efficient digital workflows.

Indonesia · Remote · Open to international opportunities



ABOUT ME

I work where product operations, data, and technology meet.

Hands-on experience managing large product catalogs, partner operations, digital merchandising, and web-based workflow solutions.

25,000+

SKUs managed

300+

Partners

222

Level-2 categories

6

Parent categories

Business Operations × Product & E-Commerce Data × Technical Execution

WHAT I CAN HELP WITH



Three ways I can plug into your team.

01

E-Commerce & SKU Operations

Product listing management, catalog structuring, SKU optimization, pricing updates, and digital merchandising.

02

Product Data & Business Operations

Product data maintenance, database management, performance analysis, partner operations, and workflow improvement.

03

Web & Technical Solutions

Laravel web development, database design, forms, APIs, integrations, and workflow automation.

Core tools: Google Sheets · Excel · Airtable · Google Analytics · Laravel · PHP · MySQL · Figma

Managing & Merchandising 25,000+ Healthcare SKUs

Owned continuous SKU positioning across homepage and category placements using sales, traffic, price, location, and category-demand signals.

25K+

SKUs

6

Parent categories

222

Level-2 categories

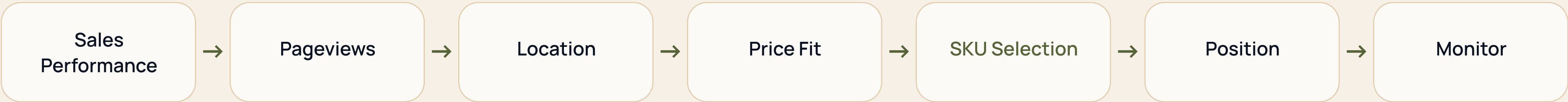
100s

Reviewed / cycle

Role: SKU positioning, catalog operations & digital merchandising

Selected live work: Explore the catalog and product structure I help manage at [HDMall.id](https://www.hdmall.id)

From performance data to product positioning.



Example · Dental Scaling · South Jakarta

HERO SKU	SIDE SKU
High sales · Strong traffic Strategic location · Competitive price	Similar service · Same area Low exposure · Strong commercial fit

Decision Matrix

High views + High sales	Maintain / boost
High views + Low sales	Replace SKU
Low views + Sales	Review / test exposure
Low views + Low sales	Demote / replace

Arena-OKU

Turning a WhatsApp-based karate event workflow into a centralized web application.

BEFORE

WhatsApp
↓
Manual registration
↓
Scattered records
↓
Manual recap

AFTER

Online registration
↓
Centralized MySQL database
↓
Admin management
↓
Automation + historical records

What I actually solved.

Database Architecture

Structured athletes, clubs, managers, events, and historical records using MySQL + Laravel migrations.

Bulk Data Migration

Supported importing historical athlete/event data so admins did not need to rebuild records manually.

Queued Airtable Sync

Used Laravel Queue so bulk uploads did not wait for external Airtable synchronization to finish.

Production Deployment

Prepared cPanel deployment, SMTP, cron, database setup, production build, and troubleshooting documentation.

Email Automation

Implemented email OTP and H-1 event reminder flows using Laravel Mailer / SMTP.

Testing & Documentation

Created Laravel feature/API tests plus schema dump and ERD documentation.

Business experience backed by technical execution.

2024 — Present

Account Management

Partner operations · campaign planning · performance analysis

2023 — 2024

Business Development Assistant

SKU operations · pricing · product analysis · merchandising

2022

Purchase Assistant

Procurement · supplier coordination · logistics optimization

Skills & Tools

DAILY / STRONG

TECHNICAL

Google Sheets

Laravel / PHP

Excel

MySQL

Airtable

API Integration

SKU & Catalog Operations

Figma

Product Data Analysis

Web Deployment

LET'S WORK TOGETHER

Let's build something more efficient.

Available for remote freelance projects and opportunities in e-commerce operations, product data, web solutions, and business support.

REMOTE

FREELANCE

INTERNATIONAL

Contact

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Location

Indonesia · Remote