

RAMA

SUGIHARTO, S.T.

Product Owner | ScrumMaster
Web Developer | QA | DevOps

Experienced professional with a strong background in financial services and hospitality. Skilled in QA and software testing, including test case creation, bug tracking, regression, and API testing with Postman. Proficient in JIRA, Microsoft Office, Adobe Creative Suite, SEO, SEM, SQL, Linux, WordPress, PHP, HTML, CSS, and social media management. Detail-oriented with strong analytical skills. Holds a degree in Information Technology from Trisakti University.



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<https://linkedin.com/in/sugirama/>

SKILLS

Web Development Skills:

HTML, CSS, PHP, SQL, CMS WordPress

Agile Tools:

JIRA, Trello, ClickUp, Notion, Confluence

Design Tools:

Adobe Photoshop, Adobe Illustrator, Canva

Document Tools:

Adobe Acrobat Pro, Microsoft Office,
Google Docs, Google Sheets

QA Tools:

Postman, Selenium, Katalon Studio

Marketing Skills & Tools:

Keyword Research, On-Page SEO, Off-Page
SEO, Technical SEO, Google Ads, Meta Ads,
Yoast SEO, Google Analytics, Google Search
Console, Google Tag Manager

EDUCATION

2005 - 2013

Bachelor's Degree in
Informatics Engineering,
Computer Network, Trisakti University

LICENSES & CERTIFICATIONS

2021 | LinkedIn
Product Management

2021 | LinkedIn
Enterprise Architecture

2020 | LinkedIn
Microservices: Design Patterns

REFERENCES

Adi Asriadi | 0815-1099-9444

Mobile Application Marketing Senior
Manager, Home Credit Indonesia

Donny Riantori | 0819-0890-8398

CTO, Surplus Indonesia

WORK EXPERIENCE

Surplus Indonesia (September 2023 – Current)

Product Owner

- Defined product vision, roadmap, and backlog aligned with stakeholder needs
- Translated business and user requirements into actionable user stories with clear acceptance criteria
- Prioritized backlog items based on business value and technical dependencies
- Collaborated with cross-functional teams (design, dev, QA, marketing) to deliver product increments per sprint
- Conducted sprint reviews, user feedback sessions, and data analysis to refine future iterations
- Aligned product delivery with OKRs and ensured continuous stakeholder engagement

Scrum Master

- Facilitated Scrum ceremonies (daily stand-up, planning, review, retrospective) to maintain team rhythm
- Coached teams in Agile principles and Scrum best practices to increase autonomy and ownership
- Acted as servant-leader, removed blockers, and supported continuous delivery across sprints
- Monitored and improved Agile metrics (velocity, burndown, throughput) to track performance
- Fostered a culture of psychological safety, collaboration, and continuous improvement
- Bridged communication between product owner and development team to align priorities
- Supported Agile transformation by mentoring teams and stakeholders through change adoption

Quality Assurance

- Designed and executed manual and automated test cases for web and mobile applications
- Performed functional, regression, and API testing using tools like Postman and Chrome DevTools
- Logged, tracked, and verified bugs using JIRA and collaborated closely with developers to resolve issues
- Ensured product quality by validating UI/UX consistency, performance, and cross-browser compatibility
- Contributed to test planning, risk analysis, and continuous improvement of QA processes
- Developed and maintained reusable test documentation, including test plans and test reports

WORK EXPERIENCE

DDTC Indonesia

(January 2017 – September 2023)

Product Owner (2020 - 2023)

- Defined and maintained product backlog aligned with business and user needs
- Translated marketing and digital goals into prioritized product requirements
- Oversaw end-to-end software development lifecycle to deliver product features on time
- Identified inefficiencies and worked with teams to streamline development workflows
- Ensured each product increment met acceptance criteria and stakeholder expectations

DevOps (2019 - 2020)

- Managed deployment pipelines and CI/CD workflows to automate software releases
- Monitored system performance and uptime to ensure high availability and scalability
- Implemented version control, build automation, and environment management best practices
- Collaborated with developers and QA to streamline integration and delivery processes
- Ensured security, efficiency, and consistency across development, staging, and production environments

Social Media | SEO – SEM (2018 - 2019)

- Planned and managed social media content to drive engagement and brand awareness
- Executed SEO strategies including keyword optimization, on-page and technical SEO
- Managed SEM campaigns via Google Ads to increase targeted traffic and conversions
- Analyzed performance metrics (CTR, CPC, bounce rate) to optimize digital campaigns
- Collaborated with design and content teams to align messaging across all platforms

Web Developer (2017 - 2018)

- Developed and maintained corporate websites and company portals using WordPress CMS
- Built custom themes and plugins to support SEO, performance, and user experience goals
- Created and managed DDTC's news portal (DDTCNews) with real-time content publishing
- Engineered DDTC Tax Engine using CodeIgniter for document indexing and search features
- Integrated SLIMS-based digital library system to manage academic and tax reference collections
- Designed REST APIs and backend logic to support scalable and modular architecture
- Ensured cross-platform and cross-browser compatibility with responsive web design
- Optimized site performance through caching, lazy loading, and database tuning
- Conducted regular code reviews and deployment to production using Git and staging workflows
- Collaborated with designers, editors, and IT to ensure content, design, and features aligned

Discovery Hotels & Resorts

(January 2015 - January 2017)

Web Developer & Social Media

- Developed corporate websites using WordPress with custom themes and tailored layouts
- Integrated third-party booking engines to enable seamless online reservations
- Customized plugins and built custom functions to support hotel-specific booking flows
- Ensured responsive design, intuitive UI/UX, and compatibility across all devices
- Optimized website speed, SEO structure, and content hierarchy for better visibility
- Managed content updates, media galleries, and promotional banners via WordPress dashboard
- Configured multilingual support and dynamic content for multiple hotel locations
- Collaborated with marketing and sales to align booking features with campaigns
- Implemented analytics tools to track traffic, conversion rates, and booking behaviors
- Provided training and technical support for internal staff managing site content

Pelican Hotel Solutions

(January 2014 – January 2015)

Junior Web Developer & Social Media

- Assisted in developing and maintaining websites for multiple hotel clients using CMS and custom code
- Collaborated with the development team to build responsive, brand-aligned hotel websites
- Integrated third-party and in-house booking engine systems into hotel websites for real-time reservations
- Ensured seamless communication between frontend UI and booking engine APIs
- Participated in testing, debugging, and deployment of booking features across client sites
- Customized hotel-specific booking flows, including room availability, rates, and confirmation logic
- Conducted performance optimization and ensured cross-browser compatibility
- Provided technical support for content updates and booking-related issues post-launch
- Worked closely with clients to implement requests and align digital presence with hotel branding
- Supported social media integration and digital campaigns tied to the booking systems

Portfolio (Web Design & Development)

Discovery Hotels & Resorts | 2015

Discovery Hotels & Resorts Management is an organization composed of seasoned and accomplished hoteliers and tourism experts. It provides management and consultancy services to some of the most prestigious hotels in Indonesia, as well as to exclusive resorts. Discovery Hotels & Resorts offers comprehensive services for both new projects and existing properties.



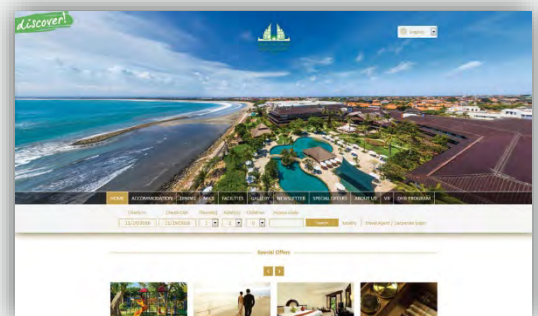
Hotel Borobudur Jakarta | 2015

Hotel Borobudur Jakarta is a five-star diamond hotel located in the heart of Jakarta. It is just a short walk from the Presidential Palace, a quick drive to shopping malls and business districts, and only 35 minutes from Soekarno-Hatta International Airport.



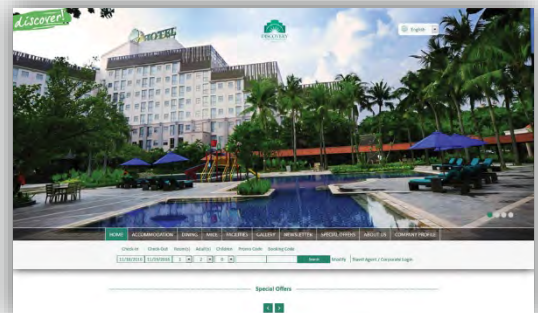
Discovery Kartika Plaza Hotel | 2015

The Discovery Kartika Plaza Hotel boasts a private beachfront location in Kuta, just north of Ngurah Rai International Airport. With 318 modern rooms, suites, and villas, guests can enjoy comfort and experience Balinese hospitality alongside international service standards. The hotel caters to both leisure and business travelers with its 7 restaurants and bars, 9 function spaces, a spa, a fitness center, and a spacious sculptured pool.



Discovery Hotel & Convention Ancol | 2015

Uniquely located in the heart of Jakarta Bay's Dreamland, this hotel provides a convenient base for families, friends, and colleagues, featuring a modern interpretation of stylish contemporary design and elegant furnishings in neutral tones. Immerse yourself in the impeccable surroundings, undeniably welcoming, and be captivated by the many attractions that Ancol Dreamland Park has to offer.



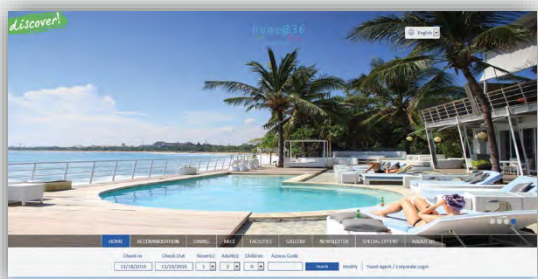
Palace Hotel Cipanas | 2015

Adjacent to the Presidential Palace in Cipanas, in the heart of the beautiful Puncak hills, it is less than a 2-hour drive from Jakarta and 1.5 hours from Bandung. Guests are pampered by the mild climate and enjoy panoramic views of Mount Gede, Mount Pangrango, and Kasur Valley, along with heartwarming service and a wide array of modern facilities.



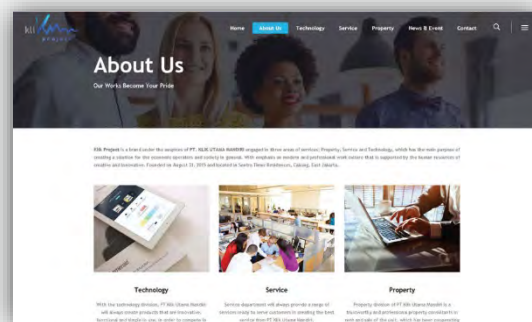
Home@36 Condotel Bali | 2015

The charming Home@36 Condotel is located within walking distance of the beachfront. Housed in a traditional-style building, the venue features 70 rooms. It offers non-smoking rooms, airport shuttles, daily housekeeping, and concierge services.



PT Klik Utama Mandiri | 2016

Klik Project is a brand under PT. KLIK UTAMA MANDIRI, engaged in three areas of service: Property, Service, and Technology. Its main goal is to create solutions for economic operators and society in general. The company emphasizes a modern and professional work culture, supported by human resources that are creative and innovative.



Klik Property | 2016

Klik Property aggregates millions of apartment listings from hundreds of sources across the web into a single map-based interface. Its goal is to significantly reduce the time it takes for renters to find their next home. The Klik Property interface combines next-generation Google Maps-based search, social and mapping technologies, and community insights on neighborhoods to provide a comprehensive view of each property.



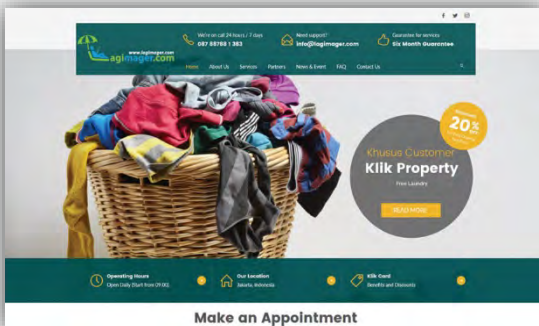
Bangaroo | 2016

Bangaroo is the web's fastest-growing apartment rental marketplace. As renters and landlords ourselves, we understand firsthand the widespread frustrations of renting. Our mission is to reinvent the rental marketplace based on trust and transparency.



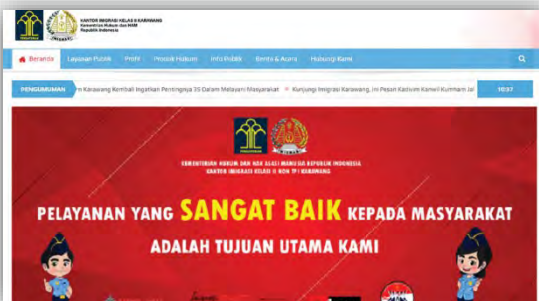
Lagimager.com | 2016

Lagimager.com was established to provide janitorial services to the public, particularly in urban areas, with a focus on apartment and office cleaning. Lagimager.com is unique, offering not only cleaning services but also housekeeping and janitorial services, all tailored to meet the high standards of a hotel, adapted to the Lagimager.com standard.



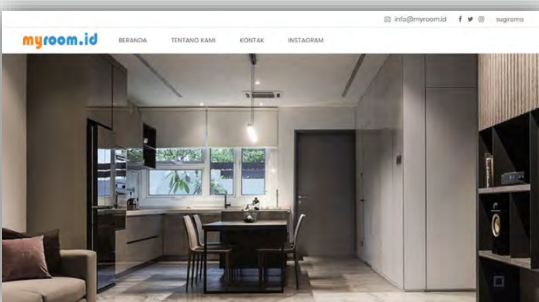
Kantor Imigrasi Kelas II Karawang | 2016

The Class I Non-TPI Immigration Office of Karawang is a technical implementation unit for immigration services, covering the Karawang and Purwakarta districts. Currently, the Karawang Class I Non-TPI Immigration Office has earned the title of a Corruption-Free Area (WBK) and a Clean and Serving Bureaucratic Area (WBBM).



Myroom.id | 2016

myroom.id is a digital platform designed to simplify the process of finding and booking rooms, apartments, and properties across Indonesia. With a user-friendly interface, myroom.id offers a wide range of accommodation options to suit various needs and preferences. Whether you are looking for a temporary stay or a long-term residence, myroom.id provides reliable information and seamless booking experiences.



DDTC Indonesia | 2017

DDTC is a research and knowledge-based taxation institution and a center for several high-standard taxation activity units that serve as key references in the field of taxation. We provide high-quality and comprehensive tax services that exceed our clients' expectations. We contribute to initiating tax policy discussions to ensure a balanced transformation of the tax system, benefiting all stakeholders. Additionally, we offer tax education and foster a conducive learning environment.

DDTCNews | 2017

DDTCNews is a taxation news portal aimed at the general public in Indonesia, particularly the Indonesian taxation community. This portal provides news, analysis, and other taxation-related information, professionally managed with a focus on journalistic standards and principles.

DDTC Tax Engine | 2017

Tax Engine is the only web-based taxation document search application in Indonesia. It is an application that runs directly in your browser, so there is no need to install anything. Tax Engine features an easy-to-use interface, making it convenient for users to study and compare taxation documents.

DDTC Library | 2017

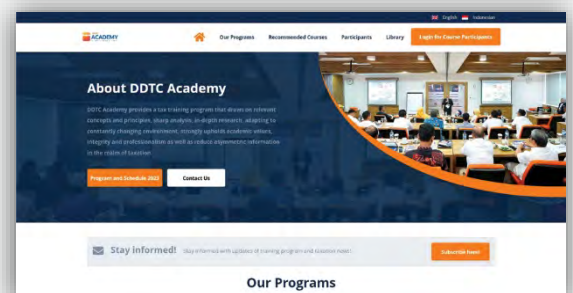
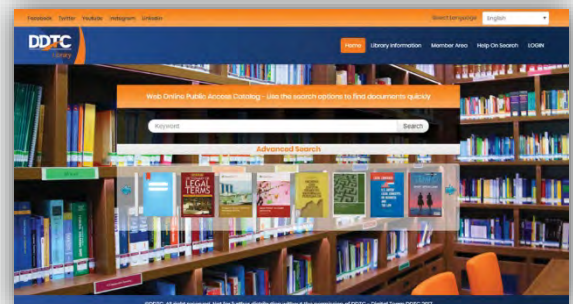
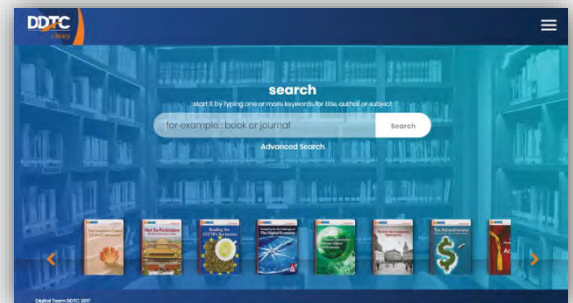
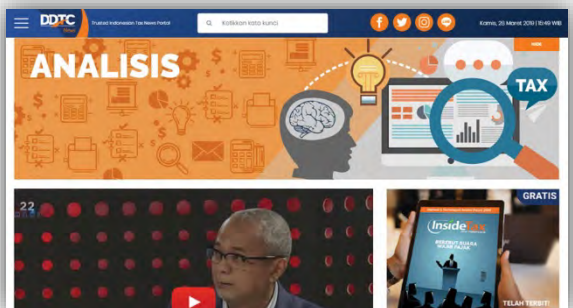
DDTC Library has a wide collection of books, ranging from fiction to scientific materials, and from printed materials to digital collections such as CD-ROMs, CDs, VCDs, and DVDs. We also collect daily periodicals such as newspapers and monthly publications like magazines.

DDTC Perpustakaan | 2017

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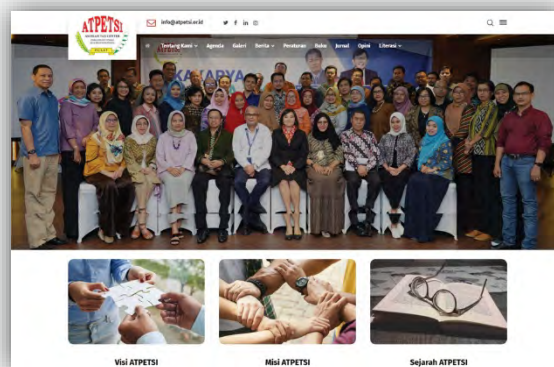
DDTC Academy | 2020

DDTC Academy offers a tax training program that incorporates relevant concepts and principles, sharp analysis, and in-depth research, while adapting to the constantly changing environment. It upholds academic values, integrity, and professionalism, and aims to reduce asymmetric information in the field of taxation.



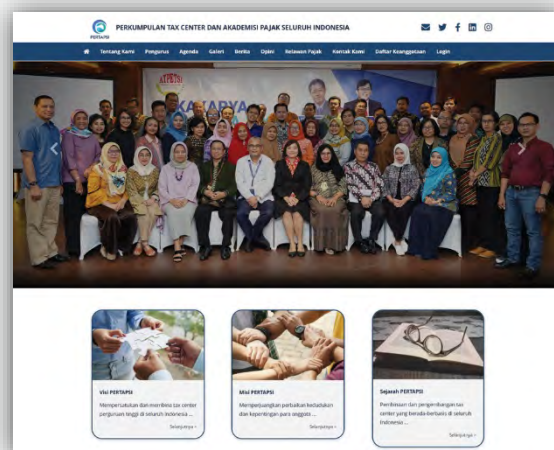
ATPETS | 2020

ATPETS, or the Association of Tax Centers of Higher Education Institutions throughout Indonesia, is an organization that accommodates tax centers in higher education institutions across Indonesia. This organization was established with the aim of developing education and outreach in the field of taxation for students, lecturers, and the general public.



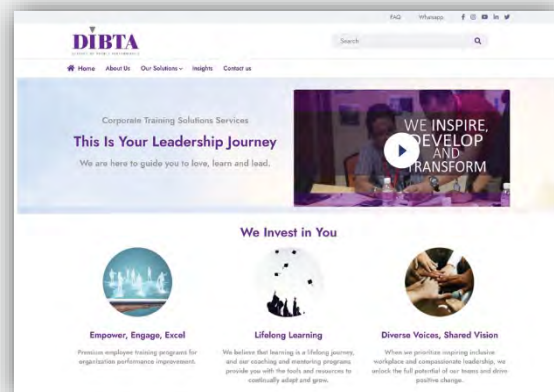
PERTAPSI | 2022

The **Tax Center and Tax Academics Association of Indonesia** is the only professional organization in the field of outreach, information dissemination, socialization, education, training, and other activities related to taxation for students, lecturers, academic staff at universities, and the general public.



DIBTA TMI | 2023

Dibta Group is a provider of "Specialty Learning Solutions" with over 20 years of experience across Asia. Our R&D/ISD teams throughout Asia have developed unique learning solutions and systems that have transformed many organizations into world-class leaders.



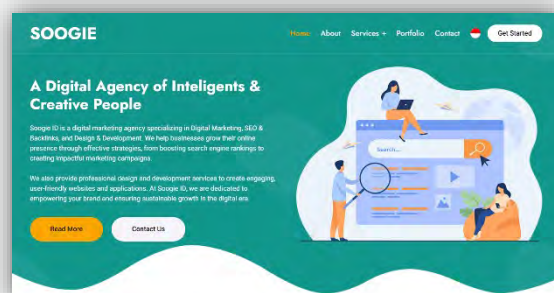
Surplus Indonesia | 2024

Surplus Indonesia is an application aimed at reducing food waste by rescuing surplus food from food stores. The app offers food at a 50% discount without any conditions. Surplus Indonesia has saved more than 100,000 tons of food and prevented economic losses amounting to 2.2 billion rupiahs. It has also reduced CO2 emissions by 3,500 tons and decreased plastic usage by up to 10%.



Soogie ID | 2025

Soogie ID is a digital marketing agency specializing in Digital Marketing, SEO & Backlinks, and Design & Development. We help businesses grow their online presence through effective strategies, from boosting search engine rankings to creating impactful marketing campaigns.



Portfolio (Product)

DDTC Intranet | 2021

DDTC Intranet is an integral part of the network system, playing a crucial role in DDTC's operations. It is used for project management, facilitating collaboration, communication within the company's internal environment, and serving as a central repository.



Perpajakan.id | 2021

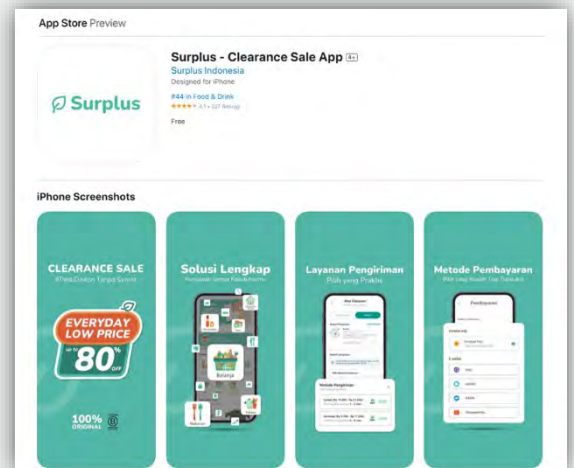
A **web-based tax document search and knowledge center application** in Indonesia, DDTC Taxation is guided by the principle that the availability of documentation is essential for tax-related activities.



Surplus - Clearance Sale App | 2024

Surplus Indonesia is an app designed to reduce food waste by connecting consumers with businesses that have excess food that is still fit for consumption. Through this app, consumers can purchase discounted food from restaurants, cafes, hotels, and SMEs that are partners of Surplus. In addition to helping reduce food waste, Surplus also supports businesses in minimizing losses due to unsold food.

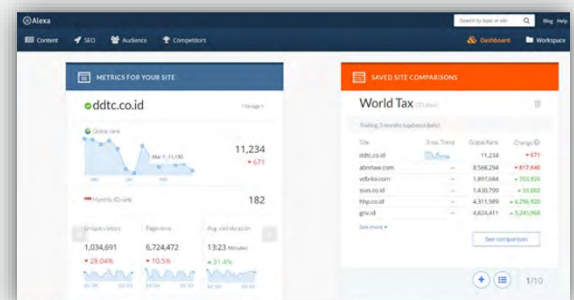
The Surplus app is available for download on the Google Play Store and App Store, allowing users to easily purchase excess food that is still fit for consumption.



Portfolio (SEO x SEM)

Alexa Rank ddtc.co.id | 2018 - 2021

Alexa ranking is one of the key indicators used to assess the success of marketing campaigns by utilizing website traffic data to rank websites in terms of popularity until 2021. The Alexa ranking is determined by combining estimated website visitor numbers and the number of pages visited by those visitors.



Pijar Academy ID | 2025

Pijar Academy is a learning platform that offers classes with high-quality materials needed by today's industries. They provide various courses designed to enhance professional skills.

