

Joana

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EDUCATION

Petra Christian University

Aug 2017 – Sept 2021

Faculty of Humanities (B.A) | GPA 3.91/4.00 (Summa CumLaude)

Activities: Member at Varsity English Debating Club, Active leader at the Students Council

CERTIFICATIONS, & ACHIEVEMENTS

Certifications: Introduction to Strategy Consulting Job Simulation by Boston Consulting Group, Financial Markets by Yale University, SQL for Data Science by IBM, DavidsonX's Data Analysis Basics with Excel, Intro to Marketing by UBC, The Basics of Product Marketing Intensive Course by Glints.

Achievements: Critical Thinking Honor Forum Awardee by Students Catalyst National Batch 2020 (Top 10% from 100 high achieving students across Indonesia), N1 Adjudicator National University Debating Competition (NUDC) 2018, Champion of STTAL English Varsity Debating Competition 2018, Top 10% Petra's Academic Achiever Scholarship 2017, Semifinalist *Olimpiade Sains Nasional* (biology) 2016, Champion & Best Campaign Proposal Awardee of Communiphoria (East Java's biggest Public Relations competition for highschool students) 2014 & 2015.

WORK EXPERIENCES

Product Manager, Dealls Jobs (YC W22, Google Best App Personal Growth 2021)

July 2022- Now

- Led a multidisciplinary team of 17 engineers, 4 QA engineers, 3 UI & UX Designers, 1 APM, & 1 PM Intern in building Dealls Applicant Tracking System (ATS) & Human Resources Information System (HRIS) dashboards adopted by 2000+ leading companies.
- Spearheaded the development of 10+ impactful features that enable users to hire & manage daily tasks 3x faster by discovering user pain points from competitor benchmarking, as well as user research & testing with HR Professionals.
- Initiated and executed user testings that yielded valuable insights for product iterations and a strategic product pivot that led to a remarkable 600% surge in sales compared to previous quarters.
- Optimized the team's agile workflow continuously by pioneering initiatives such as QA process automation, enhancement of product roadmap & sprint planning, effective JIRA management, etc., ensuring consistent on-time delivery & product excellence.

Content Marketer, ON-SITE Studio Creative Agency

Aug 2021- July 2022

- Executed in-depth market research for 20+ brands ranging from F&B, Edu, Health, to Beauty by conducting surveys, A/ B testings, and competitor analysis, resulting in 150% increase of average engagement rate and some viral contents.
- Proposed the concept of 5+ brand campaigns, including but not limited to brand activation, anniversary, & national holidays celebration with tight budget and deadlines.
- Created 100+ digital content including; writing copies, video scripts, & visual briefs per month 200% faster than expected target.

ORGANIZATIONAL EXPERIENCES

Product Marketing Executive, Cornerstone Careers Indonesia

Sep 2021- Now

- Building a non-profit organization helping 3000+ underprivileged Indonesian students to get their dream jobs.
- Conducted 5+ user interviews to improve our main product, resulting in a 200% participation growth.
- Analyzed our social media performance with the SMM and implemented a new digital marketing strategy, increasing IG engagement rate by 813% in 3 months.

Vice President of External Relations, Petra Christian University's Student Council (BEM)

July 2020- July 2021

- Led 20 people under the Community Service & Social Creative Department, supervising & measuring the success of 10 projects & campaigns with 7000+ total stakeholders, and managing Rp. 65.000.000 budget in 10 months.
- Guided the development of elementary school learning modules to help students without the internet to continue their study during COVID-19 pandemic, distributed to 5000+ schools in remote areas across 9 provinces in Indonesia.
- Planned and executed the campaign strategy of a national-disaster fund raising, achieving Rp. 60.000.000 (1000% from target) in 1 month.