

# Bintang Cato Jeremia L Tobing

Product Owner | Full-Stack Web Developer | MSME Enthusiast



## Contact Information

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### Portfolio

[Click this link](#)

## Short Summary

Highly motivated and results-oriented Full-Stack Web Developer with 8+ years of experience. Possesses a strong understanding of product management principles and a passion for developing innovative solutions that empower Indonesian MSMEs—proven ability to lead and manage projects, fostering strong team communication and collaboration.

## Employment History

Location, and positions	Period	Job Descriptions
<b>Parla Consultancy, Sdn, Bhd, Kuala Lumpur</b> Marketing and Technology Manager	June 2024 - Current	<ul style="list-style-type: none"><li>● Ensuring the smooth execution of marketing and sales activities in alignment with established workflows.</li><li>● Building and managing systematic, data-driven campaigns aimed at converting potential customers into leads.</li><li>● Maintaining constant communication and managing updates within the CRM and Member area systems, working closely with the Syntellicore team in Cyprus.</li><li>● Innovating and developing web applications to enhance both internal operations and customer-facing services.</li><li>● Overseeing the company's server operations to ensure consistent performance.</li><li>● Analyzing survey results implemented by the company and translating the data into actionable changes.</li></ul>

Location, and positions	Period	Job Descriptions
		<ul style="list-style-type: none"> <li>● Planning and executing email marketing campaigns, ensuring effective implementation and outcomes.</li> </ul>
<p><b>PT Boxity Central Indonesia, Jakarta</b> Product Owner</p>	<p>Maret 2021 - November 2023</p>	<ul style="list-style-type: none"> <li>● Develop, and assess the company's business strategy, and determine the company's profitability</li> <li>● Evaluating the performance of each section head so that they can always</li> <li>● increase the percentage of KPIs that have been determined</li> <li>● Currently still working with the CTO to continue to monitor the performance of developers in the progress of the application</li> <li>● Create, communicate, and implement the vision, mission, and general description of the goals of the organization or company to all employees</li> <li>● Seeing the potential for cooperation with other companies that have the same goal</li> <li>● Representing the company in community affairs, as well as establishing communication with policymakers, both central and local governments</li> <li>● Build relationships with fellow CEOs to increase company credibility, company reputation, and develop leadership skills</li> </ul>
<p><b>PT Virtual Online Exchange, Jakarta</b> Front-end Developer (Remote)</p>	<p>April 2021 - Oktober 2022</p>	<ul style="list-style-type: none"> <li>● Software and web application development; modify and improve existing software and web applications according to target time, quality, and completion metrics,</li> <li>● Active participation in scoping and estimating work as part of the Development team,</li> <li>● Test the software and make sure that the work is done properly according to the request, and according to the pre-agreed design,</li> <li>● Collaborate with other developers on development projects and ensure that the resulting work is compatible and does not duplicate others' work.</li> <li>● Diagnose and fix software problems or bugs, support/help find technical issues, and help solve them</li> <li>● Work with the designated IT Manager and/or Managing Director to ensure utility targets are met, and work closely with the IT Manager to ensure code is managed and controlled according to the</li> </ul>

Location, and positions	Period	Job Descriptions
		company's sourcing control strategy for the work performed.
<b>PT Benua Solusi Teknologi, Jakarta</b> Full Stack Web Developer & Project Manager	September 2018 - Oktober 2023	<ul style="list-style-type: none"> <li>● Design, implement, and develop client projects that have provided an initial overview, rough system, and initial costs to be completed immediately.</li> <li>● Ensure all web application systems both from client projects and internal offices run smoothly without any problems.</li> <li>● Ensure and maintain all mail servers both from VPS and servers running smoothly without any problems and without viruses or intruders.</li> <li>● Advanced security handling in case of hackers or suspicion on the system or server.</li> <li>● Innovate, design, and realize possible ideas to help office systems and client systems</li> <li>● Simplify office operational performance.</li> <li>● Come and consult with customers if anyone asks or makes an appointment about website or server development.</li> </ul>
<b>Digital Envision Pty. Ltd, Sydney, Australia</b> Web Developer (Remote)	November 2020 - February 2021	<ul style="list-style-type: none"> <li>● Design and develop front-end and back-end applications including database and server integration for various websites or mobile applications.</li> <li>● Build a website or mobile app using the following two things: Objective C/Swift (for iOS), Java (for Android), Reactive Native, Flutter, Node.JS, React.JS, WordPress, PHP Laravel</li> <li>● Design, build, and maintain clean, efficient, reusable, and reliable code</li> <li>● Perform testing and create technical documentation</li> <li>● Maintain and customize existing application codebase including troubleshooting bugs to ensure robust optimization and functionality</li> </ul>

## Success Project

Year	Description	Quantifiable Impact
2024	<a href="#">Petty Cash Management App</a>	Reduced processing time by 18%

Year	Description	Quantifiable Impact
	Developed a streamlined petty cash reporting application to enhance financial tracking and accountability for small businesses.	
2024	<b><a href="#">Vehicle Maintenance Analytics</a></b> Built a user-friendly tool for analyzing fuel consumption, oil usage, and service patterns, empowering vehicle owners to make informed maintenance decisions.	Empowered vehicle owners to make informed decisions, potentially leading to improved fuel efficiency by 6,5%
2023	<b><a href="#">Re-design the UI and the website of Keemasan at Keemasan ID (PT Kebun Emas Nusantara)</a></b> Revitalized the Keemasan website with a modern, user-friendly redesign. Enhanced the user experience for a seamless online presence.	<ul style="list-style-type: none"> <li>- Increased website traffic by 36% from previous years.</li> <li>- Increased speed of the website by 64,3% from the previously designed website.</li> </ul>
2023	<b><a href="#">Help a big improvement in the OctansIDN Finance App at OctansIDN</a></b> Enabled significant improvements in the OctansIDN Finance App through strategic leadership and development expertise. Optimized for user adoption and growth.	<ul style="list-style-type: none"> <li>- Increased user adoption by 7%</li> <li>- Adding affective features to the application from 3 to 6 features</li> </ul>
2022	<b><a href="#">Managed and Developed a pay portal for Duithape at Duithape</a></b> Developed and managed Duithape's pay portal solution. Optimized payment processes for a streamlined user experience.	Reduced payment processing time by 12,5% - 15%
2022	<b><a href="#">Developing from zero to something at Boxity at PT Boxity Central Indonesia</a></b> Boxity is a web-based ERP application designed to streamline business operations. Originally launched in June 2021 with core features like issue tracking, candidate management, and blog management, Boxity has significantly evolved. It now offers advanced modules including stock management, financial reporting, sales/purchase transactions, and attendance tracking. Boxity aims to empower businesses with increased efficiency and productivity.	Increased the number of core features from 3 to 7, including crucial functionalities like stock management and financial reporting.
2021	<b><a href="#">Make a great app for water chemicals at the Australian Government with CRC Care collaborators with Digital Envision Pty, LTE at CRCCare</a></b>	

Year	Description	Quantifiable Impact
	Developed a powerful water chemical management app for the Australian Government in collaboration with CRC Care and Digital Envision Pty Ltd. Designed to ensure safety and sustainability in water resources.	
2021	<a href="#"><u>Make a better app for internal solutions, and redesign the website of BTSA at PT Berlian Tangguh Sejahtera</u></a> Optimized BTSA operations with an enhanced internal app and a redesigned website. Focused on user-centric solutions for greater efficiency.	

## Success Story on Clients that I've Ever Handled

My passion for web development has driven me to deliver exceptional results for my clients. By leveraging my expertise in project management and understanding their unique needs, I have helped them achieve significant success through custom web applications.

Year	Case Study
2021	<b>CV Euro UPVC</b> CV Euro UPVC, a leading UPVC window and door manufacturer, sought to boost its online presence and sales. I collaborated with their team to develop a user-friendly e-commerce platform and landing page, tailored to their target audience. By optimizing the user experience and implementing effective marketing strategies, we drove significant growth in online sales. <b>From 2021 to 2022, CV Euro UPVC achieved a remarkable Rp 1,547,323,65 in online revenue, with a substantial increase in customer reach through telephone inquiries.</b>
2022	<b>CV Putra Karya Logam Sukses</b> CV Putra Karya Logam Sukses, a metalworking company, faced challenges in streamlining its operations and maximizing efficiency. I partnered with them to design and implement a comprehensive e-commerce and warehouse management application. This solution integrated various aspects of their business, including inventory tracking, order fulfillment, and customer management. <b>As a result, CV Putra Karya Logam Sukses achieved a 45.7% increase in operational efficiency within their warehouse, minimized data errors, and expanded their sales reach to new regions across Indonesia. This led to a significant increase in their annual profit, reaching Rp 4.972.279.597,56 in the 2023 financial year.</b>
2024	<b>PT DHK Manufacturing</b> PT DHK Manufacturing, a prominent manufacturing company, required a robust

	<p>system to optimize its warehouse and production processes. I worked closely with their team to develop a customized application that streamlined inventory management, production scheduling, and material tracking. <b>This solution resulted in a 35.4% increase in the efficiency of their goods-receiving process from 2023 to 2024, empowering them to meet production targets with greater accuracy and efficiency.</b></p>
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## Exhibitions and Speaking

Year	Place, and Descriptions
2023	<p><b>Tech in Asia at Boxity Central Indonesia Jakarta</b>            Indonesia This event lasted for two days, from 18 to 19 October, at the Ritz-Carlton Jakarta Pacific Palace. This conference presents speakers and participants from various backgrounds and cities, with extraordinary potential. We feel that this event is held every year to update the assessment of the startup ecosystem in various countries, cities, and regions. This assessment can help identify potential that has good prospects in the future. In addition, for those who want to open a new business in the digital field, this event provides insights and data that are publicly available on the internet. Participating in this conference was a valuable experience for us. We had the opportunity to meet great people and learn about the latest trends in the startup industry. We are confident that this experience will help us in developing Boxity and achieving our goals.</p>
2023-2024	<p><b>HACK4ID at 1000Startup</b>            This event will last for two days, This event was attended by around 80 participants who came from various backgrounds, ranging from students, and fresh graduates, to professionals who wanted to start or develop their startups. I hope that the participants can utilize the knowledge and experience gained from this event to develop their startups. In addition to this event, I have also been honored to serve as a speaker at Universitas Wilmar Bisnis Indonesia, Universitas Prima Indonesia, Universitas ST Bhineka, and Sekolah Tinggi IT DEL.</p>

## Certifications

Year	Descriptions
2024	<p><a href="#">Google</a>            Google Project Management: Professional            Credential ID No. 3VULLFKJCR9Q</p>

2024	<b>ASEAN Data Science Explorers 2024 - SAP Analytics Cloud and SAP Build Apps Online Training Session</b> ASEAN Foundation Credential ID No. 074/SERT/24-DSI-04/IV/2024
2022	<b>Cyber Security from habiskerja.com</b> 02415/MB/CS/2022
2019	<a href="#"><u>Front-end web development quantum degree</u></a> Next academy – Kuala Lumpur, Malaysia 8-b607091d-72c1-4a40-ad96-74187180d53d

## Education History

**SMK Negeri 1 Percut Sei Tuan**  
Rekayasa Perangkat Lunak

## Skill and Area of Expertise

Hard Skill	Soft Skill	Language
HTML, CSS, Javascript	Initiative	Indonesian
PHP	Fast adaption	English
Database SQL	Critical Thinking	
Framework Laravel	Solving problem	
Git & GitHub	Good Communication	
NodeJS	Organized Person	
VueJS	Project scoping and planning	
Analysis, and solving problem	Risk management	
Communication, and Negotiation	Process Improvement	
Time, and project management	Proficient in work management	
Agile Methodology	Effective stakeholder communication	
Leadership	Budgeting and procurement	
Teamwork	Agile project management	
Photoshop, and Figma		
Creative, and Innovative		

## Awards & Achievement

Bringing product ideas that I developed as Product Owner at PT Boxity Central Indonesia in the nomination qualifications:

1. Nominated in the top 20 in the Founder+ incubator program.
2. Top 5 nominations at Indigo Clinic Startup from Telkom

3. Selected in the top 250 global startups in the Slingshot 2022 program – deep tech startup pitching – Singapore.
4. Top 100 Global Startups in the Huawei Spark Ignite 2022 Program - Global Startup Competition, organized by Huawei.
5. Selected as Top 32 potential startups in the incubation program Hatch! Gerakan 1000 Startup Digital Nasional Kemenkominfo.
6. Qualified to participate in Entrepreneur Development 2023 dari Kementerian Koperasi dan Usaha Kecil dan Menengah
7. Pemenang juara 2 di acara Startup Exhibition Medan 2023

## References

**Musyafa from PT. Virtual Online Exchange (Duihape)**

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