Miftah Ahmad Choiri, B.Eng.

SERVICE PLANNING REPRESENTATIVE · TECHNOLOGY LIFECYCLE SERVICES @ IBM

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Summary

Miftah is a responsible, teamwork, & result-oriented person with analytical & critical thinking to solve complex business problems using advanced and emerging technology. Very open-minded and eager to learn new things, especially for startup business and digital technology. Having experience as consultant in several industries, such as media industry, startup, power system, computer & IT industry (AI, ML, & cloud computing). Having recently honed my technical skills in IT and data analytic. Prior to IBM, I have an experience working for Mindshare, Marketing & Media Agency, to help boost Unilever Indonesia marketing campaign, and now, I hope to looking for freelance project to gather more money for my mother medical cost. If you offer a freelance job, especially in design, IT, website, or any consulting project, please assign me into your team :).

Education

ITS (Institut Teknologi Sepuluh Nopember)
Surabaya, Indonesia

B.ENG. IN ELECTRICAL ENGINEERING
Aug. 2015 - Sept. 2019

- Honored as the most outstanding student in Faculty Level with Latest GPA 3,43/4,00 (147/144 Credits)
- Specialization: Startup Business, Data Science & Analytic, Power System, Cloud Computing, Internet of Things
- World-Class Certification: TensorFlow Developer Certification by Google (Credential ID: 23724345) - Exp. Sept 2023

Works Experience

IBM - Technology Lifecycle Services
Plaza Office, Jakarta

SERVICE PLANNING REPRESENTATIVE
Jun. 2021 - Now

- Managing multi brand for super computer projects such as Installations, configuration, upgrades, assessment, migrations and relocations.
- Managing selected account as technical focal point to maintain client satisfaction, project milestone, delivery key performance indicator (KPI), and business growth.
- Performing consultative activity to help sales & solution team for sizing, designing, and optimization new System Storage offering/ initiatives.

GroupM - Mindshare
Jakarta, Indonesia

MEDIA PLANNER EXECUTIVE
Apr. 2021 - Jun. 2021

- Managing and strategizing the delivery of paid advertising for a set of Unilever Indonesia.
- Drive strategic integrated media plans and recommendation for Unilever Indonesia – including conventional, digital and performance based campaigns.
- Work with internal and external partners to create best in class media strategies and tactical plans for Unilever Indonesia.
- Analyze and deliver quarterly campaign & competitive review for Unilever Indonesia.

Supertype.ai
Jakarta, Indonesia

DATA ANALYST/SCIENTIST
Jul. 2020 - Feb. 2021

- Together with 12 software engineers developing a review management app to monitor product reviews from the play store and AppStore by analyzing and turn their competitor weaknesses into key strengths for our clients.
- Conduct analytics and machine learning solution using pyspark and running on java from collect data, preprocess data, build ML/AI, data analysis, visualize the data insights, and integrate it into production
- Together with data team building pipelines and deliver it as a mini-package and integrate it with backend architecture as dockerized containers.
- Successfully build an analytics dashboard and beautiful pdf reports embedded with an NLP model that can classify topics, handle sentiment analysis, and give insightful information to clients.

Savtrik.com - PT. Putra Putri Bangsa
Jakarta, Indonesia

CEO/CO-FOUNDER
Jan. 2019 - Apr. 2021

- Led personal initiative startup project with a mission to maximize the solar-roof investment and increase energy efficiency in household areas
- Together with 8 members from a different background from data engineer, backend engineer, front end engineer, UI/UX designer, electronics engineer to create end-to-end hardware and software solution.
- Build web-app, mobile app, and electronics embedded with ML/AI that can boost energy efficiency up to 30% for the residential customers.
- Joined more than 5 Bootcamp programs, collaborate with strategic partners such as Quectel, PT. PLN, PT. PGN, XL Business Solution, and raise funds up to IDR 200 million for product development research.

YLI Project by McKinsey&Company - client GOJEK
Jakarta, Indonesia

CONSUMER INSIGHT ANALYST
Aug. 2019 - Nov. 2019

- Involved in Breakthrough Leadership Project from Young Leaders for Indonesia which led & guided directly by McKinsey&Company Consultants and work closely with Gobiz Marketing Division teams.
- Together with 7 Students from 5 top-universities in Indonesia to reaching out to the quality customer research by interviewing more than 90 F&B Merchant Surveys across Bali, Jakarta, Bandung, Surabaya.
- Gather and transform the collective data into valuable key findings with insights and deliver it into the strategic plan for Gobiz Product Launching.

Achievements & Scholarships

Boot camp/Scholarships

2021	**Pre-seed Accelerator**, Founders Institute Program Jakarta Chapter Batch 2021	*by Founders Institute*
2020	**Scholarship Awardee**, Machine Learning Courses from Google, Traveloka, Gojek, & Tokopedia	*by Bangk!t Academy*
2019	**Seed Fund Recipient**, XL Business Solution Internet of Things Implementation Wave 1	*by XL Axiata Company*
2019	**Scholarship Awardee**, Young Leader for Indonesia Wave 11	*Inisiated by McKinsey&Co*
2019	**Bootcamp Program**, PGN Energy Solution Bootcamp Wave 1	*by PGN Gas Company*
2019	**Bootcamp Program**, Shell Livewire Energy Solution Bootcamp Wave 1	*by Shell Company*
2019	**Bootcamp Program**, Appcelerate Bootcamp Program Wave 2	*by Lintasarta Company*
2017	**Scholarship Awardee**, Toyota Astra Scholarship 2017	*by Toyota Astra Foundation*
2017	**Scholarship Awardee**, FTI Teladan Scholarship	*by FTI Alumni Foundation*
2016	**Scholarship Awardee**, The e40 Scholarship Program	*by 40th EE Alumni*

Achievement

2020	**Top 10**, IBM Call4Code Indonesia - Dicoding Challange 2020	*by IBM & Dicoding*
2019	**1st Runner Up**, IoT Makers Creation 2019 by ASIOTI, Kominfo, Kemenperin	*by Kemenperin, Kominfo*
2018	**1st Winner**, Outstanding Student of Electrical Technology Faculty ITS 2018	*by FTE ITS*
2018	**2nd Runner Up**, Shell Think Efficiency 2018	*by Shell Company*
2018	**€8,000 Project Granted**, Total Campus Grant 2018	*by Total Oil Company*
2018	**2nd Runner Up**, National Electrical Power System Competition 2018	*by UGM University*
2018	**2nd Runner Up**, Multimedia & Game Competition IoT Category 2018	*by CE ITS Surabaya*
2017	**€8,000 Project Granted**, Total Campus Grant 2017	*by Total Oil Company*
2017	**Delegates Student**, International Youth Forum on Innovation 2017 (Singapore)	*by EDCONEX*
2017	**1st Winner**, National Scientific Paper Competition 2017	*by Semarang University*
2017	**Project Funded**, Student Creativity Project (PKM) 2017 - Implementation Technology	*by Ristek Dikti*
2016	**1st Runner Up**, FST Fair Scientific Paper Competition 2017	*by Jambi University*
2016	**Project Funded**, Student Creativity Project (PKM) 2016 - Futurism Idea	*by Ristek Dikti*

Organizations Experience

IEEE Student Branch ITS — *EE ITS, Surabaya, East Java*
Former — *Apr. 2018 - Sept 2019*
- Together with 10 students from different major started a International Research Organisation named IEEE-SB ITS
- Successfully held various seminars that speakers from USA, Netherlands, Japan, South Korea and professional from digital industries to gave awareness about industrial revolution 4.0

Zero Hunger Sumba — *PSSL B103, EE-ITS, Surabaya*
Project Leader — *March. 2018 - Sept. 2019*
- Led 33 laboratory assistant to built a sustainable greenhouse with a smart hydroponic system in Sumba Island.
- Successfully designed a crowdfunded campaign and raised funds up to IDR205Mio to fund the project.
- Successfully built a green house and hydroponic system which powered by 1kWp solar energy with production capacity up to 100kg/month.

Power System Simulation Laboratory - ITS — *B103, EE-ITS, Surabaya, East Java*
Head of Research and Development — *March. 2017 - Sept. 2019*
- Led and help my professor to complete 7 simulation research for Digital Utilities and 2 community service projects
- Manage 7 research paper publications with topics of Digital Utilities for the international conferences and win various competitions
- Led a Zero Hunger Sumba Project to built a sustainable greenhouse with a smart hydroponic system at Sumba Island and designed a crowd-funded campaign with gathered project funds up to Rp213Mio

Human Resource Development Division of Electrical Student Association — *EE-ITS, Surabaya, East Java*
Chief Organizer | Instructor Coordinator — *June. 2016 - Oct 2018*
- Led 87 students to educate total 236 new students of Electrical Engineering Faculty - ITS
- entrusted as head of the instructor committee to educate new students about daily ethics knowledge, campus culture, environmental and social sensitivity, solidarity, professionalism, scientific writing, literacy and a sense of belonging for Indonesia.

Skills

Hard Skill	Python, TensorFlow, NLP, Linux, MQTT, Design Graphic, Database, Operating System, HTML, CSS, Docker, Github
Soft Skill	Time Management, Critical Thinking, Problem Solving, Adaptability, Leadership, Communication & Public Speaking
Languages	Advanced Level of English, Bahasa Indonesia as Native Language
Hobbies	Learn New Things, Write Code, Play Games, Fitness, Crafting, Traveling, Watch Movie, Trading