

DIAN PURNA NUGRAHA, S.Kom.

E-commerce Operations Specialist | Business Operations Specialist | Graphic Designer | Digital Marketing | AI Productivity
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PROFESSIONAL SUMMARY

E-commerce Operations Specialist with 10+ years of cross-functional experience across E-commerce Operations, Business Operations, Graphic Design, Digital Marketing, and AI Productivity, supported by a background in Information Technology, Marketplace Management, and Financial Administration. Currently manage end-to-end marketplace operations across Shopee, TikTok Shop, Lazada, and Blibli, growing monthly store revenue from Rp50 million to Rp120 million while sustaining a 4.9/5 store rating, 10.66% conversion rate, and 9.68x average advertising ROAS. Combines a strong analytical, IT-rooted mindset with hands-on expertise across e-commerce operations, business operations, graphic design, digital marketing, and AI-assisted productivity to drive operational efficiency and sustainable business growth.

CORE COMPETENCIES

E-commerce Operations • Business Operations • Graphic Design • Digital Marketing • AI Productivity • Marketplace Management • Inventory Management • Financial Administration • Business Process Improvement • Data Analysis & Reporting

PROFESSIONAL EXPERIENCE

E-commerce Operations Specialist — Herbal Warehouse PT Harmoni Bersaudara Sejahtera

Aug 2024 – Present • Depok, West Java, Indonesia · On-site

- Manage end-to-end marketplace operations across Shopee, TikTok Shop, Lazada, and Blibli, growing monthly store revenue from Rp50 million to Rp120 million.
- Sustain an average of 1,000–2,000+ orders per month with a 10.66% visit-to-order conversion rate and a 4.9/5 store rating.
- Manage marketplace advertising with an average Ad ROAS (Return on Ad Spend) of 9.68x through pricing strategy, Flash Sale campaigns, affiliate programs, bundle promotions, and competitor analysis.
- Prepare financial reports including Profit & Loss, COGS calculation, purchasing reports, invoices, delivery orders, and operational documentation.
- Manage omnichannel operations using BigSeller and Duoke, and handle marketplace compliance, NIB registration, and e-commerce tax administration.
- Produce product photography, graphic design, copywriting, promotional videos, and social media content using Canva, CorelDRAW, Adobe Photoshop, and CapCut.
- Leverage ChatGPT, Claude, Google Gemini, and NotebookLM to streamline content creation, research, and workflow productivity.
- Coordinate cross-functional collaboration between warehouse, packing, finance, and operations teams to ensure efficient daily fulfillment.

Entrepreneur — Epicpicks

2019 – 2024 • East Jakarta, Jakarta, Indonesia · On-site

- Operated and managed an online herbal business end-to-end across major Indonesian marketplaces, from product preparation to order fulfillment.
- Managed product listings and optimized marketplace content for organic search (SEO), achieving sales growth without relying on paid advertising.
- Designed product photography, templates, and promotional materials to strengthen brand identity.
- Processed customer orders including packing, shipping, and delivery coordination; managed inventory, stock availability, and procurement.
- Monitored cash flow, sales performance, and daily business operations, maintaining responsive customer service.

Graphic Designer (Freelance) — Muslim Gallery

2018 – 2019 • East Jakarta, Jakarta, Indonesia · Remote

- Provided creative design solutions supporting branding, digital marketing, and e-commerce activities for multiple business units, including Zalfa Kosmetik, Giggles Mukena, Herbal Products, and Asphalt Sealant.
- Designed promotional banners and visual assets for marketplace platforms, and product frame templates to maintain branding consistency across listings.

- Designed logos and visual identity materials, and produced creative assets for Instagram posts and promotional campaigns.
- Collaborated directly with clients to translate marketing goals into effective visual design, ensuring all output followed brand guidelines.

Dropshipper (Freelance) — Zain Sunnah Clothing

2018 – 2019 • Depok, West Java, Indonesia · Remote

- Sold Muslim fashion products — including sirwal pants, koko shirts, kurtas, dakwah t-shirts, vests, and sarongs for children and adults — through online marketplaces using a dropshipping model.
- Managed product listings (descriptions, pricing, visuals) to improve customer engagement, and processed orders in coordination with suppliers to ensure on-time fulfillment.
- Handled customer inquiries and after-sales support, and monitored product availability, pricing, and marketplace trends to optimize sales performance.

Graphic Designer — Raja Booth Portable

2015 – 2019 • East Jakarta, Jakarta, Indonesia · On-site

- Designed promotional and branding materials for Event Organizer and cross-sector SME clients, including portable booths, event desks, pop-up counters, canopy tents, X-banners, banners, and franchise marketing materials.
- Developed visual concepts and layouts aligned with client branding and marketing goals, and prepared price quotations and design proposals.
- Revised designs based on client feedback and produced promotional content for franchise marketing on Instagram.

Full Stack Developer Intern — PT Kartu Nama Indonesia

2018 • Central Jakarta, Jakarta, Indonesia · Remote

- Designed and developed a Java-based Sales Information System to support business operations and sales transaction management.
- Designed the system database and application workflow; implemented sales transaction, product management, and customer management features.
- Developed reporting features to support sales monitoring, and conducted system testing, debugging, and documentation.

Information Technology Support Specialist — Cartic & Co Law Office

2014 – 2015 • North Jakarta, Jakarta, Indonesia · On-site

- Provided IT infrastructure and technical support across multiple business units, including karaoke entertainment, tourism transport, cement logistics, and garment manufacturing.
- Installed, configured, and maintained LAN and internet connectivity for karaoke venues, offices, and production facilities, including karaoke song database updates and hardware maintenance.
- Monitored cement logistics operations including vehicle inspection, GPS installation, tire replacement coordination, and delivery tracking to prevent shipment issues.
- Designed promotional materials for the company's tourism bus service.

Information Technology Support Specialist — PT Bumi Mataritama

2013 – 2014 • East Jakarta, Jakarta, Indonesia · On-site

- Supported sales administration (sales inquiries, quotations, invoices, delivery orders, and tax invoices) for a B2B industrial distributor spanning stainless steel fabrication, industrial scales, fasteners & anchor systems, welding equipment, agriculture/livestock/fishery equipment, SAR/medical/emergency equipment, commercial kitchen equipment, and fire safety equipment.
- Maintained customer, pricing, order, and product databases; managed email blast campaigns and promotional material distribution.
- Performed website SEO and promotional graphic design, and provided IT infrastructure troubleshooting and maintenance for computers, printers, and network systems.

Finance Administration Intern — Lemigas

2011 • South Jakarta, Jakarta, Indonesia · On-site

- Supported the Finance & Accounting department with daily administrative activities and financial document management.
- Organized, sorted, archived, and retrieved financial documents; prepared and duplicated documents for internal processes.
- Learned and assisted with financial applications and internal administrative systems while maintaining accuracy and confidentiality.

EDUCATION

Bachelor of Computer Science (S.Kom.)

Universitas Indraprasta PGRI (UNINDRA) — 2014 – 2018 — GPA 3.00

Computer and Network Engineering

SMK PKP 2 Jakarta Islamic School — 2009 – 2012

HARD SKILLS

E-commerce Operations: Order Management, Omnichannel Operations, Marketplace Management, Marketplace SEO, Marketplace Advertising, Product Listing Optimization, Inventory Management, Seller Center Administration (Shopee, TikTok Shop, Lazada, Blibli)

Business Operations: Business Process Management, SOP & Workflow, Operational Planning, KPI Monitoring, Financial Administration, Business Process Improvement, Data Analysis & Reporting, Vendor Management, Purchasing

Graphic Design: Branding Design, Marketing Collateral Design, Social Media Design, Banner & Logo Design, Layout Design, Typography, Product Photography

Digital Marketing: Content Marketing, Copywriting, Social Media Marketing, Marketplace Marketing, Organic SEO, Campaign Planning, Email Marketing

AI Productivity: Prompt Engineering, AI-assisted Content Creation, AI-assisted Research, AI-assisted Documentation, AI-assisted Data Analysis, Workflow Automation with AI

Software & Tools: Microsoft Excel, Google Sheets, Microsoft Office, BigSeller, Duoke, Canva, Adobe Photoshop, CorelDRAW, CapCut, ChatGPT, Claude, Google Gemini, NotebookLM, Java, MySQL

SOFT SKILLS

Problem Solving, Critical Thinking, Analytical Thinking, Adaptability, Time Management, Communication, Collaboration, Teamwork, Leadership, Attention to Detail, Creativity, Initiative, Planning & Prioritization, Negotiation, Decision Making, Multitasking, Ownership & Accountability, Working Under Pressure, Fast Learner

LANGUAGES

Indonesian — Native | English — Intermediate (Conversational, Strong Reading Comprehension)