



SALMA SABILA

Product Management Enthusiast

A Business Management graduate, passionate about innovation and improving user experience. Proven project leader, having led multiple projects related to volunteering and hospitality service. Certified product management enthusiast, looking to enhance my product management knowledge and business intelligence sector.

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📍 Bogor, Indonesia

SKILLS & TOOLS

Product Management

Miro

Market Research

Whimsical

Strategic Planning

Jira

CERTIFICATIONS

Full Stack Product Management Program
RevoU | May-Nov 2022

[\[transcript\]](#)

Product Management Mini Course
RevoU | March 2022

[\[transcript\]](#)

ACHIEVEMENTS

Best Vice President
AIESEC in ESQBS | 2019

[\[transcript\]](#)

Best Manager of Outgoing Global Volunteer
AIESEC in ESQBS | 2018

[\[transcript\]](#)

LANGUAGES

Bahasa Indonesia
Native

English
C2 Proficient

[\[transcript\]](#)

EDUCATION

Bachelor of Management (GPA: 3.35/4)
ESQ Business School
08/2016 - 01/2020

- Sharia Management Concentration
- Founder and CEO of Sambal Mbakayune (a product that we build during the Business Development Course).
- Thesis: Profiling Destination Preferences, Travel Motivations, and Brand Perceptions of Indonesian Muslim Tourists

WORK EXPERIENCE

RevoU
05/2022 - 11/2022

[\[portfolio\]](#)

Student of Product Management Bootcamp

- Boost product skills in a 12-week-class by learning Product Development Processes, such as: Product Vision & Strategy, OKR & Product Metrics, Problem & Solution Prioritization, Solution Conceptualization & Validation, and Stakeholder Management.
- Sharp product skillset in RevoU Labs, a 3-months apprenticeship program by working with real projects and clients.

Haqiqi Coffee
01/2020 - Present

Cafe Manager

- Managed menus planning and pricing
- Maintained updated records of daily, weekly, and monthly revenues and expenses
- Supervised all the crew's performance (baristas, cooks, and cashier)
- Achieved monthly sales goals by earning more than a 20 percent increase in monthly revenue.

ORGANIZATIONAL EXPERIENCE

AIESEC in ESQ Business School
2018 - 2019

[\[portfolio\]](#)

Vice President of Outgoing Global Volunteer

- Facilitated the volunteer experience by managing and assisting our exchange participants from the application process to project selection, until they work on the projects abroad.
- Created local strategic plan on converting participants from opens to applicants, applicants to accepted, and accepted to approve.
- Designed and organized seminars such as: Global Volunteer Introduction, Outgoing Preparation Seminar, and Unity in Diversity (an event held for exchange participants who have completed their project to present their experiences on campus to get an exchange of the course credits).
- Achieved the National Board KPI by sending more than 10 exchange participants.

Full Stack Product Management Program (Score: 86/100)
RevoU
05/2022 - 11/2022

- Got Fast Track Certification
- Assigned to Section Barcelona for 3 months of intense lectures, study groups, practical assignments, and group projects, learning from leading industry practitioners in Southeast Asia.
- Assigned to Section Peru for career support training and an apprenticeship program called RevoU Labs.