MOCHAMAD AZI ASHARY

Business Intelligence | E-Commerce Analytics | Digital Marketing | Software Engineer

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SUMMARY

Results-driven background across e-commerce growth, data analytics, and digital systems, with a strong focus on building scalable solutions and delivering measurable business impact

- 3+ years of experience in e-commerce growth, data analytics, and operations
- Proven track record scaling Meta Ads campaigns to 50x ROAS
- Built and optimized end-to-end inventory systems with 0% overselling
- Experienced in Shopify optimization, Conversions API integration, and Power BI dashboards
- Experienced in database administration and BI development, including end-to-end data flow from collection to visualization
- Strong in bridging data, marketing, and operations into measurable business results
- Strong background in web-based application development and IT support, with the ability to adapt quickly and work both independently and in teams

WORK EXPERIENCE

Memora – Depok, Indonesia

E-commerce Operations & Growth Analyst (Freelance) | *Jan 2026 – Mar 2026*

Returned to lead a full improvement cycle across all operational and digital functions built in the previous tenure — going deeper on every front

Inventory Systems & Operations

- Audited and refined the Memora Headquarter inventory framework: tightened reconciliation workflows, improved SKU accuracy, and reduced manual error points
- Strengthened cross-system consistency between Warehouse, Headquarter, and Omnichannel — further reducing stock variance and maintaining 0% overselling
- Enhanced buffer stock logic and daily SOP adherence across warehouse and Headquarter teams

Advanced Meta Ads & Performance Marketing

- Scaled Meta Ads to an average ROAS of 50x through advanced campaign structuring (CBO, ABO, scaling strategy) and rigorous creative testing
- Implemented Conversions API (CAPI) alongside Meta Pixel for stronger signal quality, improved attribution accuracy, and lower CPM
- Developed and iterated on ad creative strategy — testing formats, hooks, and audience segments to maximize efficiency at scale
- Maintained and optimized Shopee Collaborative Ads (CPAS) integration for sustained high-converting marketplace traffic

Shopify Website — Optimization & Growth

- Improved and scaled the existing Shopify store: conversion rate optimization, UX refinements, and design updates

- Deepened Meta–Shopify integration (Pixel + Conversions API) for precise attribution across the full purchase funnel
- Advanced SEO implementation on Google — driving measurable organic traffic growth and incremental direct sales, establishing the website as an independent revenue channel alongside marketplace

Memora – Depok, Indonesia

E-commerce Operations & Growth Analyst (Fulltime) | *Jan 2024 – Mar 2025*

Built Memora's operational and digital growth infrastructure from the ground up — spanning inventory systems, paid advertising, and e-commerce web presence

Inventory Systems & Operations

- Designed Memora Headquarter — a centralized Excel-based inventory system adopted as the single source of truth across warehouse, Headquarter, and marketplace integration (Omnichannel)
- Defined stock logic across the full order lifecycle: On Hand, Available, On Order tracking, and Buffer Stock calculations to eliminate overselling

Performance Marketing — Meta Ads & CPAS

- Managed Meta Ads campaigns with a focus on audience building and initial ROAS optimization
- Implemented Shopee Collaborative Ads (CPAS) to leverage high-intent marketplace traffic for direct conversions

Shopify Website

- Built Memora's Shopify store from scratch with fully custom design — UX layout, visual branding, and storefront customization
- Integrated Shopify with Meta Pixel for campaign tracking and attribution
- Executed foundational SEO strategy to establish Google organic presence and drive direct sales

YBM BRILiaN – Jakarta, Indonesia

Database Administrator | *Jan 2021 – Sep 2022*

YBM BRILiaN is a large philanthropic institution affiliated with Bank BRI, managing zakat funds from BRI employees and channeling them into scholarships and educational programs Formally hired as Database Administrator; in practice, served as the primary digital operations and data reporting function for the Education Division

- Built and maintained Power BI dashboards as the primary reporting tool for scholarship programs — used directly by division heads and organizational stakeholders
- Designed automated reporting pipelines: Google Forms → Power BI, enabling real-time scholarship data visibility without manual compilation
- Managed fund allocation reporting for the Education Division, tracking disbursement across scholarships and educational aid programs
- Supported financial dashboard needs for multiple divisions beyond Education, serving as an internal Power BI resource across the organization

- Handled end-to-end digital support for scholarship recruitment: form design, data collection, and integration into reporting systems
- Established infrastructure for the transformation of manual systems into digital platforms
- Designed digital system concepts by translating business requirements into structured workflows and flowcharts
- Collaborated with internal teams to define system logic, user flow, and implementation scope before development phase

FREELANCE PROJECTS

RHCG WhatsApp Chatbot — Bogor, Indonesia
Fullstack Developer | **AI-Powered Reservation System**

- Built a production WhatsApp customer-service bot handling end-to-end camping reservations via LLM tool calling (availability checks, pricing, booking submission) across Supabase, Redis, and Google Sheets integrations
- Designed a layered AI context architecture separating static business knowledge, dynamic operational data, and tool actions — with enforced privacy rules preventing exposure of other customers' reservation data
- Reduced per-message LLM token by exploiting provider-side automatic prompt caching, restructuring the system prompt so cacheable content stays byte-stable and volatile data sits last
- Shipped an admin panel (Fastify API + SPA) for live management of system prompts, glossary/knowledge base, sheet mappings, and conversation logs — zero-downtime updates without redeploy

Duaice Admin Backoffice — Bogor, Indonesia
Fullstack Developer | Business Administration System

- Built a production backoffice for an ice retail business handling end-to-end order management (batch ordering, per-customer pricing, credit terms, expenses, and auto-calculated payroll) across **Laravel, Inertia, Vue 3, and MySQL** integrations
- Designed a financial domain layer for receivables and credit terms (0–60 days), transfer payment confirmation with double-entry prevention, and printable invoices & delivery notes
- Ensured financial data integrity by storing money as integer rupiah, wrapping all monetary mutations in atomic DB transactions, computing payment status dynamically, and logging every money-related change (audit trail)
- Delivered an interactive **sales dashboard** (Chart.js) for revenue, cash inflow, estimated balance, and overdue receivables, plus ETL scripts (Python/PHP/SQL) to migrate legacy Excel data into the system

Bengkel SRB – Cikampek, Indonesia

Fullstack Developer |

- Built a full-stack automotive service management system using Laravel (backend) and HTML, CSS, Bootstrap (frontend)
- Developed features for transaction processing, stock management, and financial reporting

Aplikasi Pelayanan Umum Desa – Bogor, Indonesia

Fullstack Developer |

- Built a village public service application using Laravel, enabling residents to digitally submit requests for village certificates
- Provided operators with tools for citizen data management and village information system administration

SKILLS

Performance Marketing: Meta Ads (CBO, Scaling, CAPI, Creative Testing), Shopee CPAS, ROAS Optimization

E-Commerce & Operations: Shopify (Custom Design, SEO, Meta Integration), Inventory Management, SOP Development, Shopee and Tiktok Shop Optimization

Data & Reporting: Microsoft Power BI, Tableau, Google Forms Integration, Dashboard Design

Web Development: Laravel Framework, HTML, CSS, Bootstrap, RESTful API, MySQL

Tools & Platforms: Jubelio, Microsoft Office, Google Workspace, Python, GitHub

EDUCATION

Universitas Pakuan

Bachelor of Computer Science – GPA 342 | *2015 – 2020*

SMK Wikrama Bogor

Teknik Komputer Jaringan | *2012 – 2015*

CERTIFICATIONS

- **Data Engineer – Professional Academy** – Digital Talent Scholarship (KOMINFO × DQLab) | *September – Oktober 2022*
- **Tableau Mastery Class** – Shift Academy | *Januari – Februari 2022*