

DEDEN SEMBADA

AI & Data Product Manager | Data Analytics Leader

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Malang, East Java, Indonesia | Open to Remote Roles Worldwide



PROFESSIONAL SUMMARY

AI & Data Product Manager with 13+ years of experience leading data strategy, analytics engineering, and AI-powered product development across high-traffic digital media environments (50–100M monthly pageviews). Proven track record of product ownership from architecting an enterprise data pipeline ecosystem, to initiating and leading an AI-integrated CMS built for editorial workflows (research, generation, monitoring) in collaboration with product and engineering teams. Currently working as an independent product technical partner: scoping, building roadmaps, and co-building AI products for multiple clients. Equally comfortable defining product strategy and getting hands-on with technical execution.

CORE COMPETENCIES

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|-----------------------------|------------------------------------|-----------------------------------|
| ▪ AI & LLM Integration | ▪ KPI & OKR Frameworks | ▪ SEO, Content, Product Analytics |
| ▪ Claude Code | ▪ Google Analytics 4 | ▪ SQL & BigQuery |
| ▪ Analytics Team Leadership | ▪ Google Tag Manager | ▪ ETL & Data Pipeline Design |
| ▪ Data Product Strategy | ▪ Looker / Tableau / Looker Studio | ▪ Python & Frontend Development |

PROFESSIONAL EXPERIENCE

Independent Consultant - AI Product & Data Analytics Freelance • Multiple Clients

Jan 2026 – Present
Remote | Indonesia

Working as an independent product technical partner and analytics consultant. Scoping products, building roadmaps, co-building with development teams, and designing data strategies for clients across tech and digital media.

- AtlasNexus (atlasnexus.app) - Full Product Technical Partner: End-to-end product scoping, roadmap definition, and co-build execution for an AI-powered YouTube Multi-Level Creator Ecosystem Management Platform. Hands-on across product architecture, feature prioritization, and technical delivery from concept to live product.
- Binari.co.id - Data & SEO Content Analytics Strategy: Designed and implemented a data-driven SEO and content analytics strategy; built reporting frameworks to track organic performance, content ROI, and search visibility improvements for client projects
- Led end-to-end web application and AI product initiatives, including product discovery, business requirements analysis, system design, technical documentation, data analytics, and cross-functional collaboration from concept through delivery.

Head of Data Analytics

KapanLagi Youniverse (KLY) - [kly.id](https://www.kly.id)

Apr 2022 – Dec 2025

Hybrid | Jakarta - Malang, Indonesia

Led the data analytics function and product initiatives for one of Indonesia's largest digital media networks (50–100M monthly pageviews), driving maturity from reactive reporting to AI-assisted, product-grade data systems.

- Architected and owned KLY's end-to-end data ecosystem: 10-layer pipeline spanning tracking implementation (GTM, GA4, Data Layer), data ingestion (Mage.ai ETL), processing, BigQuery data warehouse, data marts, visualization (Tableau, Looker Studio), and ML exploration with metadata management and data governance. This reduced cross-team reporting time by an estimated 30–50%.
- Initiated, scoped, and acted as Product Owner for an AI-integrated CMS built for KLY's editorial teams. Owned full product lifecycle: problem definition, requirements, feature prioritization, and delivery coordination with KLY's product and engineering team. Platform that embedded AI and data analytics into every editorial workflow: research, content generation, and post-publish performance monitoring.
- Defined and implemented KPI & OKR frameworks across product, editorial, SEO, marketing, and ad operations aligning 5+ business units to a single source of data truth and enabling consistent performance measurement.
- Integrated generative AI and LLM tools into analytics workflows, enabling faster insight generation and automated reporting and drove measurable organic traffic and engagement improvements through data-informed content optimization strategies using GA4, BigQuery, and Google Search Console.
- Built and mentored a team of 5–8 analysts in advanced analytics techniques, AI tools, and stakeholder communication improving team output quality and delivery speed.
- Collaborated cross-functionally with Product, Engineering, Editorial, SEO, Social Media, and Ad Operations to embed data-driven and AI-assisted decision-making into daily business workflows.

Data Analytics Manager

KapanLagi Youniverse (KLY) - [kly.id](https://www.kly.id)

Feb 2019 – Apr 2022

Hybrid | Jakarta - Malang, Indonesia

Built the analytics foundation that scaled KLY's data capabilities from ad-hoc reporting to self-service BI, enabling data-driven decisions across 5+ departments.

- Deployed self-service BI infrastructure using Tableau, enabling non-technical teams to independently access, interpret, and act on data, reducing analyst dependency for routine queries.
- Established company-wide KPI and OKR tracking frameworks in partnership with product leadership, creating consistent performance measurement across all business units.
- Managed full data lifecycle: tracking definition, data collection, cleaning, analysis, and periodic reporting, ensuring data accuracy and timeliness for strategic decisions.
- Scaled analytics capabilities by introducing structured processes, team workflows, and quality standards, growing the team and its output in parallel with company expansion.

Senior Data Analyst

KapanLagi Youniverse (KLY) — [kly.id](https://www.kly.id)

Mar 2018 – Feb 2019

On-Site | Jakarta Indonesia

- Defined and implemented tracking requirements using Google Analytics and Google Tag Manager across web properties, ensuring reliable and consistent data collection at scale.
- Built and maintained Tableau dashboards for OKR tracking across product groups, providing stakeholders with clear, real-time visibility into performance metrics.

- Delivered actionable insights across product, editorial, marketing, and business teams, combining real-time and periodic analysis to support both operational and strategic decisions.

Data Analyst

PT. Kreatif Media Karya (KMKOnline.co.id)

Oct 2016 – Feb 2018

On-Site | Jakarta Indonesia

- Delivered periodic performance reports and ad-hoc analyses for product and content teams, identifying user behavior patterns and opportunities to improve feature engagement.
- Used data visualization tools to translate complex data findings into clear, decision-ready formats for cross-functional stakeholders.

Co-Founder & Technical Lead

SCL Studio (sclstudio.id) - Digital Technical Agency

2017 – 2023

Remote | Jakarta - Malang, Indonesia

Co-founded and led a digital technical agency delivering data-driven web products for local businesses and enterprise clients across Indonesia.

- Delivered 50+ data-driven web development projects for 50+ clients ranging from local businesses to enterprise segments, end-to-end from scoping to deployment.
- Led cross-functional execution across product design, frontend/backend development, analytics setup, and client strategy, building practical product ownership and delivery skills.
- Managed client relationships, project timelines, and technical teams simultaneously, developing the stakeholder communication and execution discipline that complements corporate analytics leadership.

Project Manager

Leo Burnett Group Indonesia

Apr 2016 – Oct 2016

On-Site | Jakarta Indonesia

- Managed digital and advertising campaigns for McDonald's Indonesia, Samsung Indonesia, and Marlboro Indonesia — coordinating internal creative, tech, and third-party vendor teams.
- Project Coordination: Effectively coordinated internal resources and external third parties/vendors to ensure the flawless execution of diverse advertising and digital campaigns.
- On-Time Delivery: Managed timelines rigorously to ensure all projects were delivered on schedule, within the defined scope, and budget constraints.
- Resource Allocation: Ensured optimal availability and allocation of resources, balancing workloads across creative and technical teams to meet project demands.
- Comprehensive Planning: Developed detailed project plans to track progress, anticipate challenges, and maintain alignment with client goals and expectations.
- Risk Management: Proactively identified potential project risks, implemented mitigation strategies, and resolved issues to maintain project momentum.
- Stakeholder Management: Fostered strong relationships with third parties and vendors, ensuring collaboration and smooth delivery of project components.
- Documentation & Reporting: Maintained comprehensive project documentation, providing transparency and accountability throughout the project lifecycle.

System Analyst
Leo Burnett Group Indonesia

Feb 2015 – Mar 2016
On-Site | Jakarta Indonesia

- Gathered and documented system requirements for brand campaigns; validated system changes; provided user training and ongoing support for new workflows.
- Requirement Analysis: Worked closely with clients and internal stakeholders to gather, analyze, and document system requirements for brand campaigns, ensuring alignment with project goals.
- Feature Development: Liaised with users to track additional requirements and integrate new features into both existing and new systems, enhancing functionality and performance.
- System Documentation: Prepared detailed documentation for interfaces between new and legacy systems, enabling seamless transitions and integrations.
- System Validation: Conducted rigorous testing to validate system changes and ensure reliability, stability, and alignment with business objectives.
- User Training and Support: Provided training sessions and on-going support to users, empowering them to maximize the functionality of new systems and workflows.

Web Developer
MACS909

Mar 2014 – Jan 2015
On-Site | Jakarta Indonesia

- Developed responsive web interfaces using HTML, CSS, and JavaScript; integrated front-end components with back-end services and databases for client projects.
- Efficient Coding: Developed well-structured, testable, and efficient code using modern software development practices, ensuring high-quality and maintainable solutions.
- UI/UX Development: Implemented intuitive website layouts and user interfaces using HTML, CSS, and JavaScript, adhering to industry standards for responsive and accessible design.
- Backend Integration: Integrated front-end components with various back-end services and databases to create seamless, functional web solutions.
- Requirement Gathering: Collaborated with clients and stakeholders to gather and refine technical specifications and requirements, ensuring alignment with project goals.
- Website Maintenance: Took responsibility for maintaining, updating, and expanding existing websites to ensure continued reliability, scalability, and relevance.

HR Implementation Consultant
DataOn (PT Indodev Niaga Internet)

Dec 2012 – Feb 2014
Remote-ready | Indonesia

- Implemented HR software solutions for enterprise clients, gathering requirements, configuring systems, conducting training, and managing project documentation.
- Requirements Analysis: Collaborated with clients to understand and document their business processes, pain points, and specific HR requirements to tailor solutions that met their operational needs.
- Product Implementation: Successfully implemented company HR software solutions, configuring and customizing products to align with client objectives.
- Client Training: Conducted comprehensive training sessions for HR teams, equipping them to maximize the functionality of the implemented systems.
- Documentation: Created detailed project documentation, including system configurations, client requirements, and training materials, ensuring clarity for both clients and internal teams.

TECHNICAL SKILLS

- Analytics & BI: GA4, Looker, Tableau, Looker Studio
- Data Warehouse: BigQuery
- Pipeline & ETL: Automated workflows, data transformation
- AI & LLM: Generative AI integration, prompt engineering, Claude Code
- Languages: SQL (Advanced), Python (Intermediate)
- Tracking: Google Tag Manager (Expert), GA4 Events
- Product Analytics: Funnel analysis, retention, cohort
- SEO Analytics: GSC, search performance modeling
- Marketing Analytics: Acquisition, attribution, conversion

EDUCATION & CREDENTIALS

Diploma in Informatics (D3)
Politeknik Kota Malang

2009 – 2012

Certifications & Continuous Learning:

- Google Analytics 4 Certification (Google)
- Google Tag Manager - Advanced Implementation (self-directed, 7+ years applied)
- BigQuery for Data Analysts - Applied (Google Cloud)
- AI & LLM Integration - Generative AI for Business Workflows (ongoing)

KEY HIGHLIGHTS

- 13+ years of end-to-end data career: from individual contributor to analytics leader
- Managed analytics for digital properties at 50–100M monthly pageview scale
- Led and grown cross-functional data analytics teams of 5–8 people
- Built data pipelines and BI systems that reduced reporting overhead by 30–50%
- Early adopter and integrator of AI/LLM tools into analytics and content workflows
- Product ownership experience: initiated and led AI-integrated CMS at KLY; co-built AtlasNexus and Independence Consultant as full product technical partner in 2026 demonstrates end-to-end product lifecycle ownership.
- Active practitioner: maintains dedensembada.com with technical writing on AI, data, and product