

Kirana Nugroho

+61 451 289 578 | kiranasnugroho@gmail.com | linkedin.com/in/kirananugroho | Sydney, NSW, Australia

PROFESSIONAL SUMMARY

Operations and analytics professional with a track record of building systems, processes, and infrastructure from scratch across commercial, customer success, and sales operations environments. Naturally drawn to identifying where things break down and building the fix, whether that is a CRM, an automated workflow, a data reporting pipeline, or a cross-functional process that did not exist before. Holds a Master of Commerce in Business Analytics from UNSW and uses Python, Power BI, and SQL in practice. Comfortable working across functions, managing multiple concurrent workstreams, and operating without close direction. Brings genuine cross-cultural communication skills developed through living and working across Australia, the Netherlands, and Indonesia, with fluency in English and Indonesian.

PROFESSIONAL EXPERIENCE

Business Development Coordinator | Ticketek Australia

Dec 2025 - Present

Sydney, NSW, Australia

- Built the commercial team's CRM from scratch as sole owner and project manager, including automated workflows for deal-stage notifications, task generation per client, and correspondence syncing linked to venue client domains using Google Apps Script
- Wrote the Business Development Bible, documenting end-to-end workflows, process standards, and best practices across the BD function
- Led a nationwide market mapping project, automating venue data enrichment across regional datasets using Google Apps Script; output fed into a board pack presented by the Group COO
- Managed concurrent commercial opportunities across legal, finance, and product teams, coordinating proposals, tender responses, and pitch decks under tight deadlines
- Researched competitors and mapped the live entertainment market across ticketing, GLAM, theatre, and nightlife segments to identify strategic opportunities

Customer Success Specialist | Blossom App

Aug 2024 - Dec 2025

Sydney, NSW, Australia

- Identified a UX navigation gap causing customers to withdraw funds rather than switch products; called customers directly to diagnose the issue, then redesigned the end-to-end resolution across CRM campaigns, FAQ updates, educational content, AI triage tool training, and product team collaboration to move the in-app button
- Reduced withdrawal value from AUD 5M to AUD 1.9M through this cross-functional initiative, on a funds under management base of approximately AUD 125M
- Trained an AI classification tool to triage customer queries against the FAQ knowledge base, reducing live chat resolution time from 15 minutes to 2 minutes and cutting low-complexity ticket volume by 60%
- Worked with the operations team to redesign transaction processing workflows and reduce manual workload across the function
- Produced data analysis using Python and Power BI to inform campaign and product decisions; tracked and reported on performance metrics for the growth team

Sales Operations Specialist | Saleslift Studio

Aug 2023 - Apr 2024

Amsterdam, Netherlands

- Built and documented outbound sales processes and operational playbooks for multiple B2B clients across different markets using HubSpot CRM
- Managed email domain health including DMARC configuration, warm-up protocols, and deliverability monitoring; investigated and resolved campaign performance issues across spam scoring and inbox placement
- Used data to identify and address inefficiencies across client sales functions, including pipeline hygiene and reporting gaps

Sales Analyst | Primeskills Indonesia

Apr 2023 - Aug 2023

Jakarta, Indonesia

- Developed sales strategies by product line including pricing forecasts and competitor research; revised the company's pricing model based on production costs and target margins
- Rewrote and redesigned the company's pitch decks and brochures on own initiative; managed workflows using Monday.com and Jira

Account Executive Intern | Primeskills Indonesia

May 2021 - Aug 2021

Jakarta, Indonesia

- Helped close deals worth IDR 150 million in the first month of the internship
- Improved CRM processes to better track client relationships and business performance
- Analysed sales and operational performance and presented findings to senior executives
- Created social media content to grow the company online presence

Creative Digital Marketing Officer | BASS Beauty Clinic

Aug 2020 - Feb 2021

Jakarta, Indonesia

- Designed and ran Instagram ad campaigns and rebuilt the clinic's social media presence, improving both reach and audience engagement
- Created and managed social media content across multiple platforms, developing a consistent brand voice and content calendar

EDUCATION

University of New South Wales (UNSW)

Sydney, Australia | May 2024 - Nov 2025

Master of Commerce - Business Analytics & International Business

- International marketing project for Nova Entertainment awarded best presentation of the batch, presented to the board of directors
- Director of Events, Indonesian Night Market Festival 2025

University of Groningen

Groningen, Netherlands | Sep 2021 - Jan 2023

Bachelor of Science - International Business

- GPA: 7.4 / 10
- Thesis grade: 8 / 10
- Tutored junior students in International Marketing and Cross-Cultural Management

University of Indonesia

Jakarta, Indonesia | 2019 - 2023

Bachelor of Science - Business Management

- GPA: 3.59 / 4.0
- Concurrent dual degree via international exchange at University of Groningen

SKILLS

Languages	English (bilingual), Indonesian (native)
Analytics	Python, Power BI, SQL, Tableau, SAS Visual Text Analytics, RStudio
Software	Excel (advanced), PowerPoint, Word, Canva, Monday.com , Ortto, Jira, Google App Script
BD and Sales	LinkedIn Sales Navigator, Clay, PhantomBuster, Hunter.io
Competencies	CRM Design and Management, Market Research, Competitor Analysis, Process Improvement, Data Reporting, Email Marketing and Deliverability, Project Management, Stakeholder Engagement, Workflow Automation

INTERESTS

Business Analytics	Enjoys building dashboards, structuring data, and turning analysis into decisions and narratives that move things forward.
Marketing	Interest in consumer behaviour, social commerce, digital marketing, and campaign performance
Process Improvement and Automation	Enjoys building systems that remove manual work such as AI automations, CRM builds, and workflow design using tools like Google Apps Script and Claude.
Live Events	Genuine passion for live entertainment, culture, and creative industries