Huwaidah Martina
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Summary

Consulting professional with 3+ years of combined consulting and industry experience across Oil & Gas, Mining, Energy & Utilities, FMCG, and Telecommunications sectors. Proven experience in delivering business transformation, process improvement, and technology-enabled initiatives, particularly in Supply Chain Management and SAP/ERP transformation. Strong analytical and problem-solving skills to effectively bridge business requirements with technology solutions, driving operational efficiency and informed strategic decision-making.

Work Experience

Management Consulting Analyst at Accenture Apr 2025 - Present
Consulting Company
Project: Mining in Papua (Operations Excellence)

- Collaborated directly with Vice Presidents and General Superintendents to drive enterprise-wide workforce governance, operational readiness, and Flight Control processes. Built a Manpower Forecasting and Budget Reporting model using SQL and Excel for high-attrition divisions, including Underground Mining, to support proactive workforce planning and cost scenario analysis.
- Led implementation of the Ready to Work (RTW), Papuan Mobilization Process, and Cargo and Vehicle Maintenance Systems, covering workflow design, application setup, and adoption across all Freeport divisions and HR to ensure enterprise-wide compliance and fleet governance. Monitored safety KPIs in Power BI to support 100% compliance.

Project: Leading Oil and Gas in Indonesia (WBS Standardization)

- Standardized and transformed non-standardized multi-level Work Breakdown Structures (WBS) into 7 scalable archetypes with structures up to 4 levels deep, improving project governance, planning consistency, workflow clarity, reporting processes, and cross-project tracking efficiency.

Project: Leading Oil and Gas in Indonesia (SAP PM Transformation & Utilization Optimization)

- Delivered end-to-end SAP PM transformation and utilization optimization, covering solution design, SIT/UAT, master data migration (Equipment, Functional Location, Maintenance Plan, Task List, Measuring Points), go-live, and post-go-live support, acting as site PIC for LPG Terminal and Aviation operations to ensure sustainable system adoption.
- Strengthened asset and maintenance governance by optimizing SECE/PCE structuring to less 30% critical equipment, aligning Performance Standards with SAP PM, updating P&ID drawings (up to 170%), and enabling increase in annual Work Orders (from 300 to 2,000) while improving technician workload efficiency by 15-20% without additional manpower.

Project: Mining in Papua (Technology Implementation - EquIS)

- Delivered end-to-end SAP PM transformation and utilization optimization, covering solution design, SIT/UAT, master data migration (Equipment, Functional Location, Maintenance Plan, Task List, Measuring Points), go-live, and post-go-live support. Acted as site PIC for LPG Terminal and Aviation operations to ensure sustainable system adoption.
- Strengthened asset and maintenance governance by optimizing SECE/PCE structuring to below 30% critical equipment, aligning Performance Standards with SAP PM, and increasing P&ID drawing updates by 170%. Enabled annual Work Orders to grow from around 300 to 2,000 and improved technician workload efficiency by 15-20% without additional manpower.

Order-To-Cash Analyst at Philip Morris International Sept 2024 - Jan 2025
Tobacco Manufacturing Company

- Managed data integrity for 10,000+ daily B2C transactions, maintaining at least 90% on-time reporting accuracy and keeping open-item balances over 30 days below 1% through reconciliation controls and accounts receivable processing in SAP FI, SAP MM, SAP Fiori, and Macro VBA.
- Collaborated with internal and external sales stakeholders across Indonesia to support marketing initiatives through payment optimization, cash-in tracking, and IQOS inventory coordination, using Power BI and Salesforce to monitor operational performance and payment settlements.

Project Support - Consulting at Accenture Dec 2023 - Aug 2024
Consulting Company
Project: Energy & Utilities Holding (Corporate Shared Service - General Affairs)
- Supported the design of a centralized Corporate Shared Services (CSS) operating model for General Affairs across holding and sub-holdings, focusing on cost efficiency, process standardization, and data-driven analysis to support management decision-making.

Project: Energy & Utilities Subsidiary (Transformation Management Office)
- Developed Transformation Management Office (TMO) initiatives by contributing to the development of a transformation governance application, coordinating cross-divisional stakeholders, and aligning change management and value creation efforts with the company's RJPP (Long-Term Corporate Plan).

Project: Telecommunication Sector and Subsidiaries (Workforce Development - Competency Architecture)
- Contributed to the design of job competency frameworks and workforce architecture through industry benchmarking and best-practice research, supporting client workshops and cross-functional alignment for workforce development initiatives.

Revenue Analyst at PT Global Tiket Network (Tiket.com) May 2023 - Nov 2023
Technology Company/Travel Management Application
- Developed and executed data-driven pricing and revenue strategies through market, competitor, and performance analysis, collaborating with cross-functional teams and leveraging Sabre, Tableau, and Excel to optimize commercial initiatives and contribute to incremental revenue growth of Rp50 until 100 million per day during Q2.

Education

UNIVERSITAS INDONESIA (GPA 3.83/4.00) Aug 2020 - Jul 2024
Bachelor of Economics - Faculty of Economics and Business
- Awardee: ILUNI FEB UI, LPDP, Paragon, Perempuan untuk Negeri x Juwono Center

XIAMEN UNIVERSITY MALAYSIA - *Summer Exchange Program* Jul 2024
- Courses: Data Analytics and Business Case

Certification

Project Management Professional at Project Management Institute (PMI)	Jan 2026
Regular Securities Analyst at Asosiasi Analis Efek Indonesia	Nov 2023
Full Stack Data Science at Myskill	Feb 2023

Volunteering

Mentor and Supervisor of NexGen Consulting UB and ShAre UB	Nov 2024 - Apr 2025
Mentor of Career Development at Internnet	Apr 2024 - May 2024
Visual Communication Design at Jazz Goes to Campus	Sept 2023 - Nov 2023

Project and Research

Breaking The Borders Between BYD and The World - Market Sizing | LINK	May 2024
BMT: One Stop Solution for Consumer Credit | LINK	Jun 2023
The Influence of Korean Brand Ambassadors on Muslim Consumer Purchasing Decisions on Tokopedia | LINK	Nov 2022

Achievement

Best Presentation for Investment Case - Kowloon Chamber of Commerce, Hong Kong	Jul 2024
1st Place in International Financial Pitching at Universiti Teknologi Mara, Malaysia	May 2023
1st Place in Business Competition at National Entrepreneur Competition Universitas Negeri Yogyakarta	Dec 2022
2nd Place in Study Case Competition at Indonesia Sharia Economic Outlook 2023	Dec 2022

Skills

Language	Bahasa Indonesia (Native), English (Work Proficiency)	
Skills	Data Analytics Tools	Google Suites, Tableau, Ms. Excel, PowerBI, SQL
	ERP Tools	SAP FI, SAP MM, SAP PM, Macro VBA, Salesforce
	Research Tools	Thomson Reuters Eikon, Sabre
	Document Preparation	Microsoft Office
	Design	Adobe Photoshop, Canva, Figma