



# ABDUL ROHMAT

MARKETING & BUSINESS DEVELOPMENT PROFESSIONAL | AI ENTHUSIAST

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## PROFESSIONAL SUMMARY

Marketing and Business Development professional with 10+ years of experience in marketing strategy, sales development, team leadership, customer service systems, and B2B partnerships. Experienced in building Customer Service SOPs, WhatsApp marketing funnels, digital marketing strategies, and sales systems across property, education & training, agribusiness, construction, and social sectors. Currently expanding expertise in Artificial Intelligence, AI-assisted development, automation, websites, and digital products through Career Code Club. International exposure includes an official government internship in Japan and experience working with Japanese management.

## CORE SKILLS

- Marketing Strategy & Execution
- Business Development & B2B Partnerships
- Sales Funnel & WhatsApp Marketing
- Customer Service Systems & SOP Development
- Team Leadership & Performance Management
- Copywriting & Marketing Communication
- Digital Marketing & Lead Generation
- AI Tools, Website & Application Development

## PROFESSIONAL EXPERIENCE

### Career Code Club Indonesia - AI Community Builder & Program Lead

December 2025 - Present

- Developing Career Code Club, a practical AI and digital skills learning community with 850+ members across Indonesia, Malaysia, and Japan.
- Designing and delivering practical learning programs covering AI, website development, application development, automation, digital marketing, and AI for business.
- Building websites, landing pages, application prototypes, and digital products using AI-assisted development tools.
- Helping non-technical participants turn ideas into functional websites and simple applications using AI.
- Managing educational content, workshops, seminars, digital promotions, landing pages, and sales funnels for community programs.

### Marketing Manager - PT Genkindo Akademi Bahasa (PT Sansan Yosindo Group)

March 2025 - December 2025

- Developed and executed marketing strategies for Japanese language training and overseas employment placement programs.
- Designed and implemented Customer Service SOPs to improve response quality, communication consistency, and registration conversion.
- Trained Customer Service teams in WhatsApp Marketing, including follow-up techniques, objection handling, and persuasive professional communication.
- Optimized WhatsApp Business features including labels, quick replies, and chat management to improve operational efficiency.
- Built WhatsApp communication funnels from lead acquisition and screening through follow-up and participant registration.
- Led and evaluated marketing and Customer Service teams, including digital marketers, customer service staff, B2B specialists, and live-stream hosts.
- Developed B2B partnerships with schools, institutions, and supporting organizations.
- Strengthened institutional branding as a professional and structured training organization.

### Marketing Supervisor - PT Cipta Raksa Sajiwa - Property Developer

January 2022 - February 2025

- Led a marketing team of 8-12 members in achieving property sales targets.
- Developed and executed integrated online and offline marketing strategies.
- Managed promotional campaigns, marketing events, and client relationships.
- Monitored team performance and prepared regular management reports.

**Marketing Supervisor - PT Siliwangi Anatha Bhumi - Property Developer****February 2018 - February 2020**

- Developed marketing and branding strategies for property development projects.
- Led marketing teams and established sales targets.
- Expanded partnership networks through business negotiation.
- Managed digital promotions, exhibitions, events, and field marketing activities.

**Marketing & Operations Manager - Happy TEN LLC - Japanese Agribusiness Company (Indonesia Office / Project-Based)****March 2016 - January 2018**

- Managed operational activities for a Japanese agribusiness company operating in Indonesia.
- Handled agricultural production planning, quality supervision, and field operational efficiency.
- Managed marketing and distribution of agricultural products to partners and markets.
- Oversaw the agribusiness supply chain from production through delivery.
- Acted as a liaison between Japanese management and the local operational team.
- Implemented Japanese working standards, discipline, and business culture into daily operations.

## **FREELANCE EXPERIENCE**

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**Freelance Marketing Consultant - Langitlangit.id (Construction & Renovation, Jabodetabek / Depok)****December 2025 - January 2026**

- Provided strategic marketing consultation to increase construction and renovation project leads.
- Recommended digital advertising strategies to generate potential clients.
- Assisted teams in developing chat handling and prospect response systems to improve conversion.
- Participated in field negotiations alongside technical teams during prospective project surveys.
- Supported the closing process through marketing strategy and client communication.

**Freelance Marketing Consultant - Velora.build (Construction, Jabodetabek / Bandung)****December 2025 - January 2026**

- Provided digital marketing strategy recommendations to increase brand awareness and project leads.
- Developed social media content strategy recommendations to improve engagement and customer trust.
- Recommended digital advertising strategies for construction and renovation lead generation.
- Assisted in developing lead handling and follow-up systems to improve conversion.
- Supported initial client communication and negotiation alongside technical teams during project surveys.

## **INTERNATIONAL EXPERIENCE**

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**Agricultural Internship Program - Ministry of Agriculture of the Republic of Indonesia - Japan****March 2015 - January 2016**

- Participated in an official Indonesian government internship program in Japan's agricultural sector.
- Learned Japanese workplace culture, professional discipline, and basic agribusiness practices.
- Gained exposure to modern agricultural practices and industrial working systems.

## EARLY CAREER

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### Fundraiser - LAZISMU West Java

June 2013 - January 2015

- Managed fundraising programs and social campaigns.
- Built and maintained relationships with donors and community partners.

## EDUCATION

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### Bachelor's Degree in Accounting - STIE Muhammadiyah Bandung

2009 - 2013

GPA: 3.31 / 4.00

## LANGUAGES

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- Indonesian - Native
- Japanese - Basic to Intermediate
- English - Basic

## PROFESSIONAL INTERESTS

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Artificial Intelligence • Marketing Technology • Business Development • Digital Products • AI Automation • Website & Application Development