

Ahmad Rijal Hermawan

085189976526 | rijalhermawanahmad@gmail.com |
LinkedIn : <https://www.linkedin.com/in/ahmad-rijal-hermawan> |
[instagram.com/mawang_rijal](https://www.instagram.com/mawang_rijal)
Cipayung, Jakarta Timur, Indonesia

Result-driven Digital Marketing & AI Agent Specialist with proven experience in planning, executing, and optimizing multi-channel campaigns. Skilled in Meta Ads, SEO, AI automation, copywriting, and data-driven analysis to deliver measurable growth in engagement, leads, and conversions. Adept at integrating AI Agent technologies into marketing workflows, turning data insights into actionable strategies that enhance performance and efficiency. Demonstrated strong leadership in managing organizational marketing teams and executing innovative digital and AI-driven projects.

CORE COMPETENCIES

- Digital Marketing Strategy & Planning
- Meta Ads (Facebook & Instagram) Campaign Management
- Ai Agent Specialist N8N
- SEO & Content Optimization
- Data Analytics & Performance Tracking
- A/B Testing & Conversion Rate Optimization
- Social Media Marketing (Organic & Paid)
- Market Research & Competitor Analysis
- Team Leadership & Cross-Functional Collaboration

PROFESSIONAL EXPERIENCE

AI Automation Enginner – Deputy Bidang Operasional Kanal Layanan | Nov 2025 – Mei 2026

- Engineered an AI-powered Customer Service Agent capable of handling user inquiries automatically using FAQ-based logic, significantly improving response time and consistency.
- Automated end-to-end workflows using Python and n8n, enabling efficient processing of high-volume datasets (100K+ records).
- Integrated multiple systems including WhatsApp API (WAHA), Google Sheets, and internal platforms to build real-time data pipelines and monitoring systems.
- Developed intelligent data classification and filtering mechanisms to detect and categorize user issues, enhancing reporting accuracy and decision-making.
- Transformed manual processes into scalable automation systems, reducing human error and increasing overall operational efficiency.

Manager – Digital Flow ID | 2025

- Managed and led operational activities in developing digital content and strategies based on AI Agent.
- Supervised a TikTok creator team focused on AI and digital automation content.
- Directed and participated in designing and executing AI Agent projects for various business and creative needs.
- Developed workflow automation systems using n8n and AI tools to enhance production efficiency and audience engagement.
- Collaborated with technical and marketing teams to integrate AI into company digital strategies.

AI Agent Specialist – Haidesk AI | 2025

- Developed, trained, and optimized conversational AI agents for customer service and workflow automation.
- Collaborated with tech teams to improve AI accuracy and natural language understanding.
- Designed AI interaction flows to enhance user experience and support client needs.

Research Analyst – LP3ES | 2025

- Conducted qualitative and quantitative research on socio-economic and digital transformation topics.
- Analyzed data, prepared research reports, and supported policy recommendation projects.
- Collaborated with senior researchers to produce publications and stakeholder presentations.

Digital Marketing Specialist – Anemos | 2025

- Planned and executed Meta Ads, Google Ads, and SEO campaigns to boost brand visibility.
- Improved conversion rates and ROAS through data tracking and A/B testing.
- Coordinated with creative teams for content strategy and performance reporting.

Manager Marketing – JungeLeiters | 2025

- Developed and executed **digital marketing strategies** across WhatsApp & Instagram, increasing student engagement by **40%**.
- Managed **content calendars, copywriting, and organic growth strategies**, ensuring consistent brand messaging.
- Conducted **market research & competitor analysis** to refine targeting and positioning.
- Improved **lead generation and conversion rate** through **data-driven campaign optimization**.

Dropship Advertiser – Meta Ads & Shopee Marketplace | 2024 – Present

- Managed **50+ Meta Ads campaigns**, optimizing targeting, creative assets, and budgets to drive high-converting traffic.
- Increased CTR by **25%** through **A/B testing** of creatives, copy, and CTA placements.
- Maintained profitable campaigns even with limited budget (Rp 100K/day) using strategic audience targeting.
- Optimized Shopee Marketplace listings with **SEO-friendly product descriptions** and pricing strategies.

Financial Consultant – PT MSIG Life Insurance Indonesia Tbk | 2023 – 2024

- Consistently exceeded sales targets through consultative selling and relationship-building.
- Conducted client needs analysis and delivered tailored financial solutions.

Web Developer Intern – Komisi Pemberantasan Korupsi (KPK) | Aug – Dec 2024

- Built **E-Learning Website** for LHKPN KPK, enhancing accessibility for learning resources.
- Assisted in **data management and document verification** processes.

EDUCATION

Universitas Muhammadiyah Prof.Dr.Hamka Informatics Engineering	east jakarta 2021- 2025
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Head of Cadre Department HIMA TI UHAMKA, 2022/2023

- Designed and implemented a structured and sustainable mentoring program to support the personal and professional development of Informatics Engineering students.
- Boosted student engagement and organizational involvement through strategic and impactful leadership training activities.

Head of Organization and Cadre Department BEM Faculty of Engineering UHAMKA, 2023/2024

- Led the development of strategic plans, vision, and mission for the faculty-wide student leadership and mentoring programs.
Supervised the end-to-end implementation of leadership development initiatives across departments, ensuring measurable outcomes.
- Maintained organizational stability by fostering collaboration, resolving internal conflicts, and aligning departmental efforts toward shared goals.

CERTIFICATION AND PROJECT ACHIEVEMENT

Website Development

- **Eraventure Travel Website (2025)**
Developed a responsive company profile & service-based website to enhance online presence and customer trust.
- **Ali Tour Travel – Haji & Umrah Website (2025)**
Designed and developed an informational & lead-generation website to support customer acquisition for Haji & Umrah services.

AI Agent Development

- **AI Customer Service Agent – Ali Tour Travel (2025)**
Built an automated AI customer service agent using N8N + LLM to handle inquiries, schedule follow-ups, and reduce manual workload by up to 70%.
- **AI CS Agent – PT Surya Gemilang Sejahtera (2025)**
Developed an intelligent agent capable of answering product-related questions, improving response time and supporting operational efficiency.
- **AI CS Agent – Florall Wins (2025)**
Created AI assistant for customer queries and order follow-ups, increasing customer engagement and

reducing repetitive admin tasks.

- **AI Data Automation Agent – Wabah Malaria Papua (2025)**
Created an automated AI workflow to collect, classify, and summarize malaria case data in Papua, streamlining reporting processes for internal teams.

Digital Advertising

- **Advertising Campaign – Ali Tour Travel (2025)**
Managed Meta Ads and targeting strategies to optimize lead generation for Haji & Umrah packages.
- **Advertising Campaign – Anemos Digital Marketing (2025)**
Executed multi-channel advertising campaigns with data-driven optimization to improve CTR, engagement, and conversions.

AAJI E-License (Insurance Marketing Certification)	2023
Data Science Academy	2023
Microsoft Office Spesialist	2024
Website E-Learning LHKPN KPK	2024
Website Landing Page Product	2024
Mahir Digital – Digital Marketing Training	2024

SKILLS

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- Tools: N8N, Waha, Meta Business Suite, Google Analytics, Shopee Seller Center, Canva
 - Hard Skills: Digital Strategy, Website Development, Data Analysis, Copywriting
 - Soft Skills: Public Speaking, Team Leadership, Analytical Th

