

# Gita Rahadian

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## Education

**Universitas Negeri Jakarta** Jakarta, ID S1 Education Technology 2018 – 2022 GPA 3.60/4.00. Coordinator, Edtech Innovation Lab.

## Professional Experience

### Belajar Pintar

Jakarta, ID

#### Community Outreach Specialist

Aug 2022 – Jan 2023

- Scheduled and led 50+ parent info sessions, achieving 35% conversion to paid plans
- Designed WhatsApp broadcast flows to nurture leads and reduce drop-off by 20%
- Collaborated with product mentors to tailor learning paths for different grade levels

## Leadership & Activities

### Edtech Innovation Lab

Jakarta, ID

#### Coordinator

2020 – 2022

Led projects integrating emerging technologies in educational platforms.

## Skills

**Demo & Training:** Product demonstration, Live facilitation, Feature translation

**Lead Nurturing:** WhatsApp automation, Email sequences, Conversion optimization

**Tools:** Zoho CRM, Airtable, Copywriting