

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
Community Outreach Specialist

- 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

Jakarta, ID
Aug 2022 – Jan 2023

Leadership & Activities

Edtech Innovation Lab
Coordinator

Led projects integrating emerging technologies in educational platforms.

Jakarta, ID
2020 – 2022

Skills

Demo & Training: Product demonstration, Live facilitation, Feature translation
Lead Nurturing: WhatsApp automation, Email sequences, Conversion optimization
Tools: Zoho CRM, Airtable, Copywriting