

Gita Rahadian

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Professional Summary

Education Technology graduate with experience running hybrid community classes and sales funnels. Comfortable delivering live demos and translating product features into student outcomes. Looking to accelerate career via Ruangguru STAR and support WFO client engagements.

Technical Skills

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

Lead Nurturing: WhatsApp automation, Email sequences, Conversion optimization

Tools: Zoho CRM, Airtable, Copywriting

Professional Experience

Community Outreach Specialist

Aug 2022 – Jan 2023

Jakarta, ID

Belajar Pintar

- 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

Projects

Hybrid Learning Demo Day

2021

Orchestrated demo day with 120 attendees. Secured 4 school partnerships.

Education

S1 Education Technology

2018 – 2022

Jakarta, ID

Universitas Negeri Jakarta

GPA 3.60/4.00 – Coordinator, Edtech Innovation Lab

Certifications

- Certified Digital Marketing Associate, Facebook (2021)

- RevoU: Sales and Business Development (2022)