

# Gita Rahadian

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## Professional Summary

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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

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

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

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

## Professional Experience

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### Community Outreach Specialist

*Belajar Pintar*

Aug 2022 – Jan 2023

*Jakarta, ID*

- 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

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### Hybrid Learning Demo Day

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

2021

## Education

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### S1 Education Technology

*Universitas Negeri Jakarta*

GPA 3.60/4.00 – Coordinator, Edtech Innovation Lab

2018 – 2022

*Jakarta, ID*

## Certifications

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- Certified Digital Marketing Associate, Facebook (2021)
- RevoU: Sales and Business Development (2022)