



# WAWA WARDIL HASAN

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## SUMMARY

Saya memiliki lebih dari 10 tahun pengalaman dalam pengembangan bisnis, analisis pasar dan supervisi di industri asuransi dan digital agency. Terbiasa mengidentifikasi peluang, menyusun strategi pemasaran yang relevan, serta membangun hubungan yang kuat dengan klien dan mitra.

Berpengalaman menyiapkan proposal, melakukan negosiasi, dan mendukung akuisisi klien dengan pendekatan yang terukur. Terampil melakukan presentasi dan bekerja lintas tim untuk memastikan solusi yang ditawarkan tepat dan dapat dieksekusi dengan baik. Saya juga memiliki sertifikasi CDMS dan CDMM sebagai penguatan kompetensi di bidang pemasaran digital dan pengembangan bisnis.

## WORK EXPERIENCE

### PT Deltaloka Konsultasi Indonesia

Jul 2023 - Present

#### Senior Business Development Executive

- Mengidentifikasi peluang bisnis baru dengan riset pasar, analisis industri, serta menentukan segmentasi klien potensial yang selaras dengan layanan serta solusi digital Deltaloka.
- Merumuskan strategi pengembangan bisnis dan go-to-market dengan merancang pendekatan akuisisi klien, penyusunan paket layanan, serta pembuatan proposal yang relevan.
- Membangun dan memelihara hubungan strategis dengan klien, mitra, dan stakeholder utama melalui komunikasi aktif, pemahaman kebutuhan bisnis mereka, serta penyediaan solusi digital yang tepat dan berkelanjutan.
- Melakukan proses negosiasi dan closing deal proyek, termasuk pembahasan harga, ruang lingkup pekerjaan, timeline, output yang harus dicapai, serta memastikan kesepakatan kontrak tercapai sesuai target perusahaan.
- Berkoordinasi dengan tim internal seperti software engineer, UI/UX, dan digital marketing untuk memastikan solusi yang ditawarkan sesuai kebutuhan klien, kemampuan teknis perusahaan, alokasi sumber daya, serta rencana implementasi proyek.
- Memantau performa bisnis dengan menganalisis hasil proyek, mengukur efektivitas strategi, mengidentifikasi peluang perluasan layanan, serta memberikan rekomendasi peningkatan berdasarkan feedback pasar dan klien.
- Mewakili perusahaan dalam pertemuan eksternal, pitching proyek, presentasi layanan, dan aktivitas branding guna memperkuat positioning Deltaloka sebagai konsultan digital yang kompeten dan terpercaya.

(Portofolio terlampir dalam lembar terpisah)

### PT Cipta Integra Duta (IBS Group)

Jun 2018 – Jul 2023

#### Technical Service Executive

- Mengelola operasional klaim kesehatan, jiwa, dan kecelakaan.
- Menangani sengketa klaim & memberikan rekomendasi strategi.
- Analisa proses bisnis dan pengembangan ERP internal & e-commerce kesehatan perusahaan.
- Menyusun laporan analisa klaim dengan evaluasi tren dan rekomendasi perbaikan.
- Menyusun strategi dan edukasi kesehatan (event, health talk, flyer) untuk menurunkan rasio klaim.

<b>Rumah Sakit Suci Paramita</b>	<b>Nov 2016 – Des 2017</b>
<i>Insurance &amp; Administration Officer</i>	
<ul style="list-style-type: none"> <li>Menangani operasional dan administrasi klaim pasien asuransi.</li> <li>Berperan dalam negosiasi dan penyelesaian sengketa klaim.</li> <li>Mendukung promosi rumah sakit &amp; kerjasama corporate insurance.</li> <li>Mengukur dan menyusun laporan kepuasan pasien asuransi sebagai dasar perbaikan layanan.</li> </ul>	
<b>Mega Insurance (CT Corp)</b>	<b>Jun 2015 – Nov 2016</b>
<i>Claims Officer Executive</i>	
<ul style="list-style-type: none"> <li>Mengelola operasional klaim managed care wilayah Bali.</li> <li>Menjalin kerja sama strategis dengan rumah sakit, TPA &amp; broker.</li> <li>Menyusun laporan klaim triwulanan yang mencakup tren dan rekomendasi claim ratio.</li> </ul>	
<b>Across Asia Assist</b>	<b>Sep 2014 – Apr 2015</b>
<i>Claims Executive</i>	
<ul style="list-style-type: none"> <li>Mengelola operasional klaim asuransi BCA secara nasional.</li> <li>Menangani klaim sengketa &amp; investigasi klaim.</li> <li>Menyusun laporan klaim triwulanan yang mencakup tren dan rekomendasi claim ratio.</li> </ul>	
<b>RS Halmahera Siaga</b>	<b>Jul 2013 – Agu 2014</b>
<i>Emergency Nurse</i>	
<ul style="list-style-type: none"> <li>Menangani kasus gawat darurat sesuai SOP rumah sakit.</li> <li>Melakukan triase dan menentukan prioritas berdasar kondisi klinis.</li> <li>Mengelola administrasi pasien IGD (pendaftaran dan dokumentasi medis).</li> </ul>	
<b>EDUCATION</b>	
<b>S.KM – Kesehatan Masyarakat   GPA 3.40</b>	
<i>Universitas Indonesia Maju</i>	
<b>Amd.Kep – Diploma Keperawatan</b>	
<i>Akper Fatmawati</i>	
<b>CERTIFICATION</b>	
<ul style="list-style-type: none"> <li>Certified Digital Marketing Specialist (CDMS®) – BNSP RI (2025)</li> <li>Certified Digital Marketing Management (CDMM) – ESAS Management (2025)</li> <li>Complain Management &amp; Customer Satisfaction – SMI Asia Indonesia (2019)</li> </ul>	
<b>TECHNICAL SKILLS</b>	
<b>Operational &amp; Business Management</b>	<b>Business Communication</b>
<ul style="list-style-type: none"> <li><i>SOP Development &amp; Process Improvement</i></li> <li><i>KPI Design &amp; Performance Monitoring</i></li> <li><i>Budgeting &amp; Cost Control</i></li> <li><i>Resource &amp; Vendor Management</i></li> </ul>	<ul style="list-style-type: none"> <li><i>Strategic Presentation</i></li> <li><i>Client &amp; Stakeholder Engagement</i></li> <li><i>Marketing Communication Strategy</i></li> </ul>
<b>Digital Transformation</b>	<b>Digital Marketing</b>
<ul style="list-style-type: none"> <li><i>ERP &amp; HRIS Implementation</i></li> <li><i>E-Commerce &amp; Mobile App Development</i></li> <li><i>Workflow Automation</i></li> </ul>	<ul style="list-style-type: none"> <li><i>SEO, Google Ads, Meta Ads</i></li> <li><i>Campaign Analysis &amp; Reporting</i></li> </ul>
<b>Project Management Tools</b>	
<ul style="list-style-type: none"> <li><i>Trello, Microsoft Excel, Google Analytics</i></li> <li><i>Documentation &amp; Reporting Systems</i></li> </ul>	

# Digital & Branding Portfolio

*Creativity and Precision  
in Every Project*

Wawa  
Wardil  
Hasan



20  
25

# Let Me Introduce

Professional with 10+ years of experience in client solutions, spanning insurance, digital transformation, and brand strategy for both corporate and individual clients across industries. Expert in managing end-to-end digital projects from ERP systems and mobile apps to SEO and digital advertising delivering impactful, brand-aligned solutions. Skilled in digital marketing (SEO, Google Ads, Meta Ads, email, social media), brand positioning, and content creation using Figma, Canva, Adobe Premiere Pro, Filmora, and CapCut.



Wawa wardil hasan

34 Years Old

Male

20  
25

# Recent Project



## Brand Launch & Digital Campaign

Wawa wardil hasan

### Casa Dei Montessori

Designed the brand launch strategy and digital campaign for a Montessori-based school. The approach included storytelling, social media optimization, digital advertising, company profile development, Google My Business setup, and SEO enhancement. The campaign focused on building brand awareness and attracting new student enrollments within the first three months post-launch.

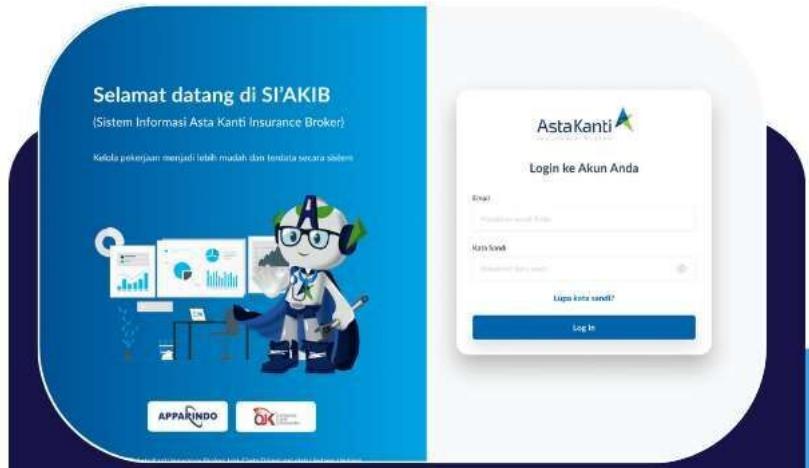


Our baby class offers a warm, nurturing space where babies explore, move and connect. Guided by Montessori curriculum with parent participation, this program supports early development in movement, language, and sensory exploration while strengthening the parent-child bonds.



2025

# Recent Project

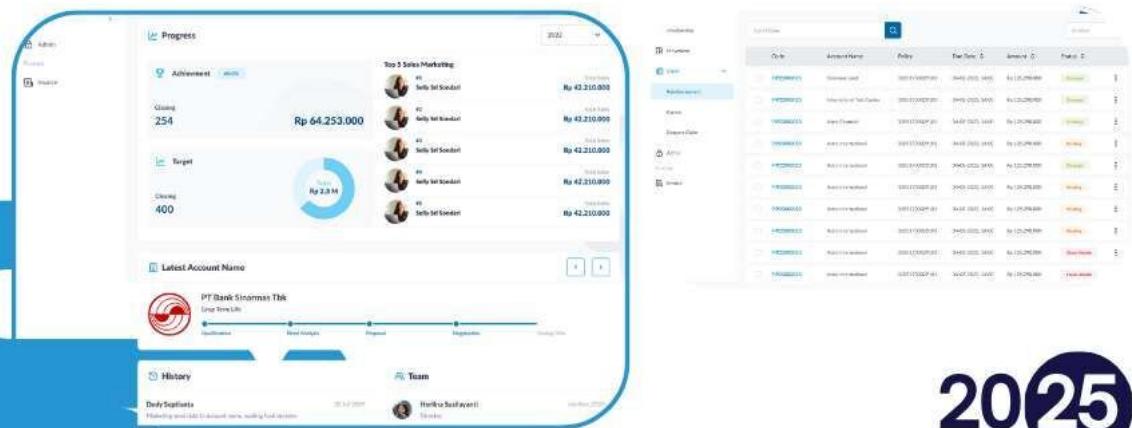


ERP

Wawa wardil hasan

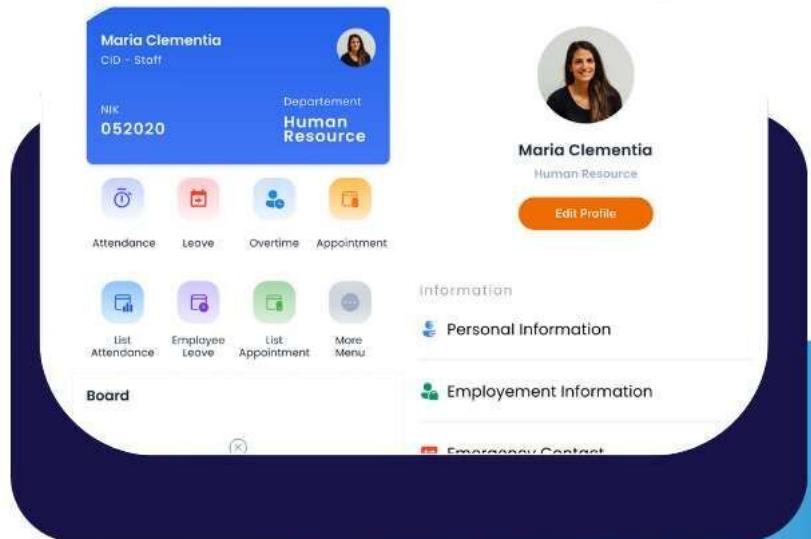
Astakanti insurance broker

Designed and managed a web-based ERP information system to digitize the end to end business processes of Astakanti Insurance Broker. The system includes modules for marketing dashboards, claims management, membership, reporting, automated premium calculations, automated policy issuance, finance, and insurance reporting. This solution significantly improved operational efficiency and transparency between clients, brokers, and insurers.



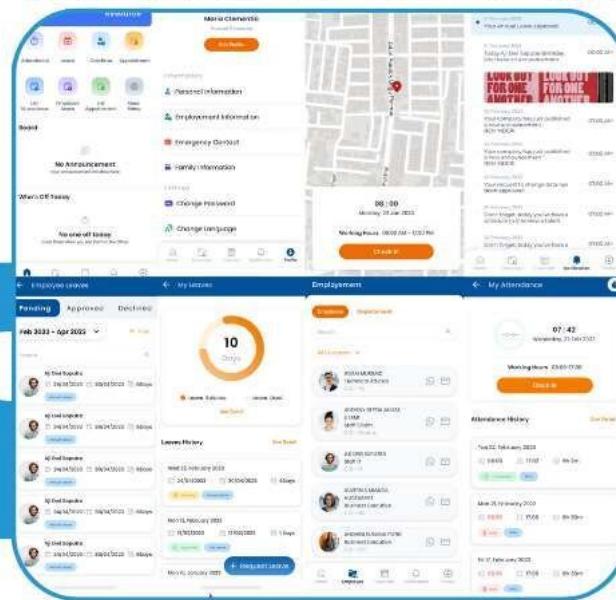
2025

# Recent Project



## PDG Presensi

Developed a mobile-based attendance and HR management app for Peradayagas (a Pertamina Group company), featuring GPS check-in, overtime approval, and monthly attendance reports. The system streamlined administrative processes and provided real-time visibility of employee work hours, enhancing overall operational efficiency.



Wawa wardil hasan

Perta daya gas

2025

# Recent Project



## YouTube Branding

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## Metalogika Youtube Channel

Managed content strategy, visual design, and SEO optimization for Metalogika, an educational YouTube channel. Focused on boosting viewership and audience engagement through structured content planning, enhanced visual identity, and active community management.



2025

# Recent Project



## Branding & Company Profile

Led a full rebranding and company profile development initiative, including SEO optimization, for a Korean chemical manufacturing company. The project focused on communicating the company's competitive value and strengthening Hanjin's positioning as a trusted industrial partner in the Indonesian market.

This screenshot shows a detailed view of the company's branding and company profile. It features a large image of a modern office building with a glass facade. To the right of the image, there is a text box with the quote "Hanjin Chemical Co., Ltd. dimulai sebagai Gwangmyeong Paint pada tahun 1963." and "Di bawah filosofi manajemen tanggung jawab dan kepercayaan Kami memimpin industri cat dunia." Below the image, there is a section titled "Filosofi Manajemen" with four icons: "Keunggulan Teknologi", "Manajemen Kepercayaan", "Pelanggan Terlebih Dahulu", and "Penghormatan Manusia". Each icon has a brief description underneath.

Wawa wardil hasan

## Hanjin Chemical Indonesia



2025

# Recent Project

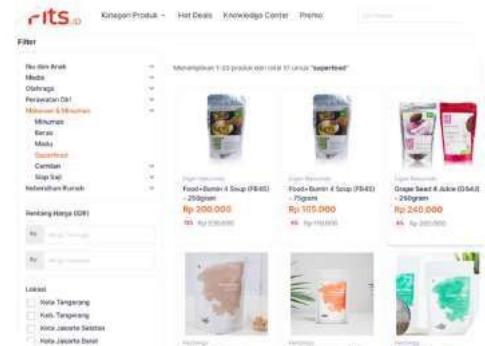


## E-Commerce Branding

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Fits.id

Developed branding, copywriting, and product listing for a Shopify-based e-commerce platform specializing in wellness and medical check-up (MCU) services. The project included visual identity creation, compelling and informative product descriptions, and user experience optimization.



# Recent Project

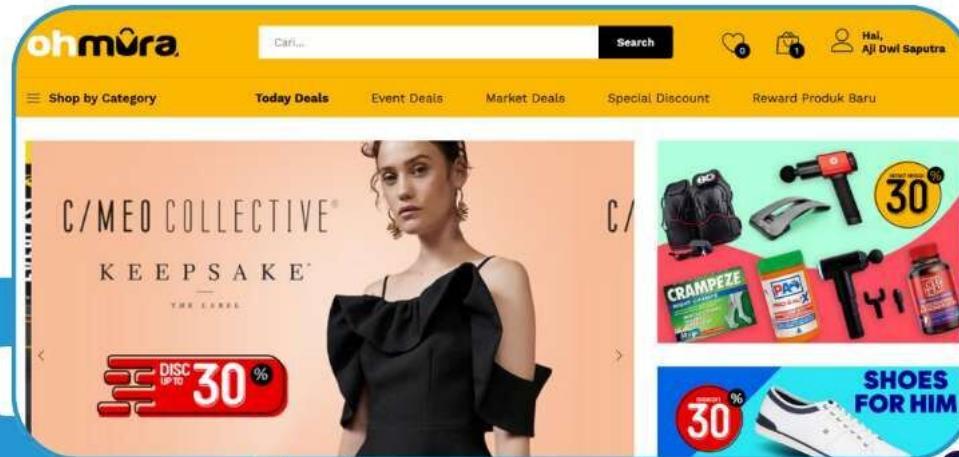
ohmura

## E-Commerce Development

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Ohmura

Developed a Shopify-based e-commerce platform with integrated payment and logistics systems for OhMura, a Japanese lifestyle brand. The project supported their online market expansion into Indonesia and enhanced their digital campaigns for new customer acquisition.



2025



# My Best **Work**

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2024  
Best Project

Designed an integrated system for claims, membership, and finance that significantly improved operational efficiency. This solution helped acquire new clients with total premiums exceeding IDR 100 billion and boosted policy renewal rates.

Astakanti Insurance System

2025  
Best Branding

Executed a YouTube content strategy for Metalogika, reaching 21,000+ subscribers in 12 months. Launched a digital campaign for Casa Dei Montessori, gaining 700+ targeted followers and enrolling 50+ students with revenue exceeding IDR 100 million in just 3 months.

Metalogika & Casa Dei Montessori

20  
25

# Let's ) Keep In Touch

*Creativity and Precision  
in Every Project*



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Thank  
You