

I NYOMAN WIRARAJA KRISNA RAMADHAN

Full-Stack Developer | IT Systems & Security

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PROFESSIONAL SUMMARY

Full-stack developer and IT systems builder with 8+ years across technology, product, and data-driven roles. Designs, builds, and deploys production web platforms end to end (requirements, architecture, database design, access control, CI/CD, operations) with Next.js, React, TypeScript, Node.js, PostgreSQL, and Supabase. Delivered an internal ERP (HRIS, payroll, approvals, audit trails, e-signatures), a role-based course management system for 302 students and 32 tutors, and a CMS-driven corporate website, with security built in through RBAC, Row-Level Security, and audit logging. Also skilled in REST and WebSocket APIs, Docker, GitHub Actions, multi-provider LLM integrations, and hands-on home-lab networking (firewall rules, Wi-Fi hardening, VLAN fundamentals, CCTV/NVR); CompTIA Network+, MikroTik MTCNA, and Fortinet NSE 1-3 in progress. Adds 5+ years of CRM, lifecycle marketing, and analytics experience (CleverTap, MoEngage, Redash, SQL).

TECHNICAL SKILLS

Languages: TypeScript, JavaScript (ES6+), SQL, PL/pgSQL, Go, PHP, HTML5, CSS3, Bash, PowerShell
Front-End: React, Next.js (App Router), Vite, Tailwind CSS, shadcn/ui, Zustand, TanStack Query, React Hook Form, Zod, Tauri
Back-End & Data: Node.js, Express, REST APIs, WebSocket, Prisma, Drizzle ORM, PostgreSQL, Supabase (Auth, Storage, RLS), SQLite, Better Auth, NextAuth, OAuth, Stripe API
Security: RBAC, Row-Level Security (RLS), AES-256-GCM encryption, authentication and authorization, session management, audit logging, bcrypt, Content Security Policy, privilege-escalation remediation
DevOps & Cloud: Git, GitHub Actions (CI/CD), Vercel, cPanel, Docker, staging/production environments, Tailscale, Linux
Networking (Home Lab): Router and Wi-Fi configuration, DNS, DHCP, subnetting, VLAN fundamentals, firewall rules/ACLs, Wi-Fi hardening, CCTV/NVR installation; learning MikroTik RouterOS, pfSense, OpenWRT
AI & Automation: LLM integration (OpenAI, Gemini, DeepSeek) with provider failover, Vercel AI SDK, Playwright
Marketing Technology & Analytics: CleverTap, MoEngage, NetCore, Redash, Google Analytics, RFM analysis, A/B testing, customer segmentation, funnel and behavioral analysis, marketing automation, email, push, in-app, and WhatsApp marketing
Product & Growth: Product marketing and messaging, go-to-market strategy, product launch, feature positioning, product adoption, user lifecycle strategy, retention and referral programs, CRM strategy

PROFESSIONAL EXPERIENCE

Product & Tech, Full-Stack Development **Mar 2026 – Present**
NUFA Global Education | Bekasi Regency, West Java, Indonesia (Hybrid) | Full-time

- Lead product strategy and hands-on full-stack development across NUFA's digital ecosystem, owning the end-to-end lifecycle from product discovery and workflow design to architecture, development, deployment, and continuous improvement.
- Built **NUFA ERP** from scratch (Next.js, React, TypeScript, Supabase, PostgreSQL) to replace fragmented workflows across spreadsheets, Google Drive, and WhatsApp; modules cover HRIS, attendance, leave, assets, documents, knowledge base, workflows and approvals, vendor management, inventory, audit trails, e-signatures, and payroll. Designed authentication, authorization, Row-Level Security (RLS), and core business logic, resolving privilege-escalation and access-control issues.
- Built **ECMS** (English Course Management System), live in production on Vercel with dev, staging, and production environments: middleware-enforced role-based access (Admin, Coordinator, Tutor), attendance and teaching reports, lesson plans, scheduling with substitute-tutor handling, dashboards for attendance, payroll, revenue estimation, and historical performance, bilingual ID/EN UI, Google Drive integration, and automated monthly parent PDF reports.
- Developed and launched the corporate website (15+ pages, static HTML/CSS/JavaScript) with a custom PHP admin panel for articles, events, and content, and automated production deployment with GitHub Actions and the cPanel API.
- Built a payroll slip generator (PPh 21, BPJS, SMTP delivery) and a multi-step registration site for English Camp 2026.

Key Impact

- Replaced fragmented spreadsheet, Google Drive, and WhatsApp workflows with a centralized system with audit trails and enforced access boundaries.
- Delivered a role-based ECMS for 4 user groups, 32 tutors, and 302 students, with automated monthly parent reporting.
- Enabled non-technical teams to manage website content independently; established automated deployment and production workflows.

CRM & Campaign Specialist | Product Marketing & Marketing Technology **Nov 2022 – Present**
KliknClean | Jakarta, Indonesia | Freelance

- Lead product marketing for the company's internal CRM and customer engagement platform, positioning technical capabilities and value propositions for internal teams and stakeholders.
- Define go-to-market strategy for new CRM features (rollouts, internal enablement, adoption campaigns, user education) in partnership with product managers, engineers, and growth teams to increase feature adoption and platform usage.
- Design lifecycle marketing strategies and multi-channel activation campaigns (email, push, WhatsApp, in-app) supporting onboarding, activation, product discovery, and long-term engagement.

- Build and maintain customer databases and segmentation; conduct behavior analysis, market research, and trend analysis, ensuring data accuracy, privacy compliance, and data security.
- Design and run A/B experiments on messaging, onboarding flows, and feature promotion; build dashboards and reports on engagement, feature adoption, campaign performance, and customer behavior.
- Train sales and customer service teams on CRM software; work with leadership to turn product insights into strategy.

Key Impact

- Drove 7-10% monthly user growth through lifecycle marketing and product activation campaigns.
- Increased campaign conversion rates by 25% through data-driven experimentation and segmentation.
- Improved customer lifetime value (LTV) by 15% by strengthening product engagement and retention strategies.
- Accelerated internal CRM platform adoption across multiple operational teams and increased monthly revenue via campaigns.

Owner & Founder

Sep 2022 – Present

PT Wiraraja Inovasi Indonesia | Bekasi, West Java, Indonesia | Self-employed

- Founded and operate a thermal paper (POS and receipt roll) supply business serving retail and B2B customers, from sourcing raw materials to delivery; self-funded with no outside investors.
- Own supplier relationships, inventory, distribution, pricing, finance, logistics, and sales strategy; maintain a product knowledge base (sizing, core types, pricing, marketplace listing standards).

CRM & Retention Specialist

May 2023 – Sep 2023

MyFundAction | Malaysia (Remote) | Full-time

- Developed and drove the user retention and referral strategy; analyzed behavior, segmentation, and churn patterns to find friction points in the product experience and opportunities to improve retention.
- Designed lifecycle communication and engagement campaigns guiding users through onboarding, engagement, and reactivation, using behavioral triggers and segmentation to improve relevance and product stickiness.
- Developed referral and loyalty programs and personalized messaging aligned with product growth objectives.
- Applied analytics and predictive modeling to identify at-risk users and run proactive retention campaigns; monitored usage metrics, campaign performance, and engagement trends.
- Developed upsell and cross-sell strategies with product, analytics, and marketing teams and senior management, aligned to the product roadmap; mentored junior team members and presented retention reports.

Key Impact

- Reduced customer churn rate by 18% through targeted lifecycle engagement strategies.
- Increased referral program participation by 30%.
- Improved repeat transactions and user engagement through personalized product communication.

Channel Marketing, CleverTap Master | Product Growth & Marketing Automation

Jan 2020 – Jan 2023

Warung Pintar | Jakarta, Indonesia (Remote) | Full-time

- Managed all channel campaigns on CleverTap, including campaign planning and the creation and maintenance of events, reports, dashboards, funnels, and journeys to increase automation and analytics.
- Built behavioral-trigger campaigns and messaging automation (in-app, WhatsApp, push) guiding users through key product milestones, and monitored day-to-day campaign health, resolving bugs, crash queries, and delivery issues.
- Built advanced segmentation models using RFM analysis and behavioral data; prepared and segmented audiences for every channel.
- Analyzed campaign data and delivered insight reports on customer-segment changes and cohort behavior; built dashboards covering campaign effectiveness, user behavior, and engagement trends across platforms.
- Ran A/B tests on messaging, timing, and channel effectiveness; collaborated with product teams to identify engagement drivers, optimize user journeys, and advise growth and product teams.

Key Impact

- Increased campaign click-through rates (CTR) by 20% and conversion rates by 12%, and grew users through RFM segmentation and targeted user journeys; built trend insights for every business unit.
- Strengthened data-driven marketing capability across marketing and product teams and enabled efficient lifecycle campaign execution through automation workflows.

Impact Analyst

Oct 2018 – Jan 2020

Warung Pintar | Jakarta, Indonesia | Full-time

- Conducted impact and sustainability analysis of how the company's products and services contributed to economic and social development, aligned with the Sustainable Development Goals (SDGs); built reporting frameworks and impact measurement models.
- Defined key measurements for each business unit's goals, produced analytical reports for leadership (including the 2018 High Impact Report), and integrated impact measurement into business operations and reporting.

Key Impact

- Developed a structured impact reporting framework used for internal and external stakeholder communication, improving transparency of impact metrics for leadership and partners.

Business Project Associate / Social Business Project

Mar 2018 – Oct 2018

Warung Pintar | Jakarta, Indonesia | Full-time

- Coordinated internal teams and third-party vendors to deliver projects on time, within scope and budget; built project plans, tracked progress, managed scope, schedule, and cost changes, and escalated risks to management.

- Supported cross-functional strategic initiatives through market research, feasibility studies, and operational analysis; managed stakeholder and client relationships, risk, and project documentation.
- Created sustainability-driven projects and community activation programs for the Warung micro-retailer community (Warung Pintar x Kitabisa, Ojol Pintar, 10,000 free takjil campaign).

Key Impact

- Supported delivery of three major business projects and improved project execution efficiency by 25% through better coordination and reporting.

Government Relations Intern

Sep 2017 – Feb 2018

Ruangguru | Jakarta, Indonesia | Internship

- Built relationships with provincial and district governments and schools and secured partnerships across 5 provinces, including Aceh (cities and regencies) and East Java (Lumajang, Jember, Bondowoso, Situbondo, Banyuwangi).
- Organized workshops, stakeholder meetings, and outreach programs with schools and government institutions; managed partner data and communication to grow school participation in Ruangguru's digital learning programs.

Key Impact

- Contributed to expanding partnerships with schools and government stakeholders across multiple regions and to higher school and student participation in digital education programs.

Business Analyst (Procurement, Inventory & Warehouse)

Aug 2015 – Jan 2016

PT Toyopack Prima Mandiri | Greater Jakarta Area, Indonesia

- Handled local and overseas purchasing, import/export, and supplier performance management; analyzed and controlled inventory flow, turnover, and policy across 2 manufacturing sites, modeling raw-material demand into an optimal supply plan.
- Managed BOM flow across the Cikarang and Cakung warehouses, including stock placement, handling SOPs, and stock levels aligned with management criteria.

TECHNICAL PROJECTS

GitHub: github.com/sepatusendal (17 public repositories)

- **Brio Remote** (Go, Node.js, WebSocket, React, Docker, GitHub Actions): self-hosted remote device management with a Go agent for Windows, macOS, and Linux (screen streaming, remote input, PTY terminal, file manager, process monitoring), a WebSocket relay server, and a React dashboard; enforced operator and agent token authentication, built agent installers in CI, and documented private access over Tailscale.
- **HireCopilot** (Next.js, TypeScript, Prisma, Supabase, Better Auth, Playwright): multi-agent AI career platform for job matching, tailored resume and cover-letter generation grounded in verified profile data, deterministic ATS keyword scoring, Kanban application tracking, and PDF export; multi-provider LLM layer with automatic failover and a human-approval gate before automated submissions.
- **DikasihPaham** (Next.js 16, Prisma 7, PostgreSQL, Better Auth, Stripe, Vercel AI SDK): mobile-first AI micro-learning platform with a staged content pipeline (human review plus automated quality gate), embedding-based related content, an AI tutor, gamification, and Stripe subscription and lifetime-purchase billing with tiered entitlements.
- **WOS - Wira Operating System** (Next.js 16, Tauri 2, React 19, TypeScript, Drizzle ORM, SQLite, Turborepo): local-first personal finance and productivity suite shipped as a macOS desktop app and a web app from shared packages, with an AES-256-GCM encrypted password vault (PBKDF2, 600K iterations), Content Security Policy hardening, and auto-update releases.
- **MarketingOS** (Next.js, TypeScript, Prisma, Supabase, Vercel): internal workspace unifying campaigns, tasks, leads, budget, assets, and dashboards, built from a written product spec, with GitHub Actions CI on every pull request (ESLint, TypeScript type-check, production build).
- **ERP prototype and payroll tool** (Node.js, Express, SQLite, ExcelJS, PDFKit, Nodemailer): session-authenticated ERP exploring role permissions, approval workflows, and data boundaries, plus an Indonesian payroll slip generator (PPh 21, BPJS).
- **Home Network & CCTV Lab**: router and Wi-Fi configuration, CCTV/NVR installations, and basic segmentation and firewall rules for family and friends; expanding into a documented lab with a managed switch and OpenWRT, pfSense, and MikroTik RouterOS.

EDUCATION

Bachelor of Business Administration, International Business, HZ University of Applied Sciences

Bachelor of Economics, International Business & Management, Universitas Budi Luhur

CERTIFICATIONS, ACHIEVEMENTS & LANGUAGES

- **In progress:** CompTIA Network+, MikroTik Certified Network Associate (MTCNA), Fortinet NSE 1-3
- **ASEAN Start-Ups Programme**
- **National Combat Sambo Athlete**, National Sports Committee of Indonesia (Jan 2017 – Nov 2022): 1st place, Banten Provincial Sambo Championship (Combat Sambo, -78 kg); 2nd place, PORPROV Banten VI (Muay Thai, -78 kg)
- **Languages:** English (professional proficiency), Bahasa Indonesia (native)