

KHAIRUL MUHTADIN

Pontianak, West Kalimantan, Indonesia

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PROFILE

Digital Marketing Specialist with 4+ years of experience, now focused on marketing automation. Hands on in managing digital campaigns, analyzing ad performance, and helping businesses grow with workflow-driven automations. As an n8n Verified Creator, I empower teams to work smarter, not just harder.

EXPERIENCE - SELF EMPLOYED

Khaisa Studio

Jun 2025 - Present

N8N Developer

- Automate lead generations by integrating some platforms
- Develop workflows automations for applicant early screening

Achievements:

- Save 30+ Hours per week by implementing automations

EXPERIENCE - FULL TIME

PT Jakmall Digital Niaga

May 2023 - Present

Digital Marketing

- Managed paid advertising campaigns on TikTok, Google, and Meta platforms.
- Executed marketplace ads campaigns on Shopee, Tokopedia, TikTok Shop, and Lazada.
- Developed branding and promotion strategies for digital products.
- Analyzed campaign performance to optimize costs and results.

Achievements:

- Increased lead generation and improved acquisition cost efficiency by up to 60%.
- Boosted ROAS (Return on Ad Spend) by 40%.
- Successfully designed digital strategies that resulted in significant sales increases.

Status: Active employee

PT YAIJ Solusi Internasional

Jun 2022 - Sep 2023

Performance Marketing Specialist

- Managed promotional campaigns for student and worker exchange programs.
- Developed marketing funnel strategies and executed retargeting ad campaigns.

- Optimized registration landing pages through A/B testing.
- Developed effective lead acquisition strategies.

Achievements:

- Decreased Cost Per Lead (CPL) while simultaneously increasing registration conversion rates.
- Improved the efficiency of marketing budget utilization.
- Enhanced digital branding consistency targeting the 18–24 age demographic.

Reason Leaving: Career development.

BaitulMaal Munzalan Indonesia

May 2021 - Mar 2023

Digital Fundraising Specialist

- Designed and executed digital fundraising campaigns to secure donations.
- Created comprehensive campaign performance reports and conducted in-depth analysis.
- Developed landing pages optimized for lead generation and donor acquisition.

Achievements:

- Significantly increased the effectiveness of digital donation collection efforts.
- Improved donor conversion rates through advanced audience segmentation and retargeting tactics.
- Enhanced advertising budget efficiency.
- Increased audience engagement across digital campaigns.

Reason Leaving: Broaden experience within the profit and marketplace sectors.

EXPERIENCE - FREELANCE

LUR Growth

Jan 2023 - Present

AI Automation Specialist & Lead Generation

- Automate business process using n8n
- Managing Media Buying

Achievements:

- Eliminated manual prospecting efforts by engineering an automated pipeline that extracts and filters ICP data via Dealfront API to Apollo.io.
- Achieved zero-latency lead engagement by deploying a base44 and n8n-based integration with GoHighLevel to handle instant data enrichment and email sequencing.
- Streamlined the sales pipeline by building an automated n8n RFP workflow that scrapes and qualifies US-market proposals based on service fit.

- Maximized operational control and cost-efficiency by architecting and managing secure self-hosted server infrastructure for Conversion API
- Minimized AI operational costs by optimizing free-tier and open-source LLMs to deliver high-fidelity results comparable to premium enterprise models

Status: Active Contract

The Half Creative

Jan 2023 - Present

Performance Marketing

- Managed performance marketing campaigns for clients across various sectors, including SMEs and startups.
- Conducted performance analysis, ongoing campaign maintenance, and delivered results reporting.
- Managed and optimized advertising budget allocation for maximum impact.
- Collaborated with cross-functional teams to align on comprehensive campaign strategies.

Achievements:

- Assisted several clients in achieving up to a 2x increase in sales.
- Improved performance reporting frameworks to enable better data-driven decision-making.
- Increased the overall effectiveness of campaign budget allocation.

Status: Active Freelancing

Semangat Bantu

Jul 2023 - Des 2023

Performance Marketing

- Developed and executed paid media campaigns across Google, TikTok, and Meta platforms.
- Generated performance reports and provided actionable recommendations for campaign improvements.
- Monitored and maximized the effective utilization of the advertising budget.
- Created and optimized landing pages for lead and donor collection.

Achievements:

- Successfully increased the number of donors acquired through digital channels.
- Optimized landing pages, leading to higher conversion rates.
- Improved the overall efficiency of the advertising budget.

Status: Project Finished

Munzalan Digital Agency

Nov 2020 - Mei 2021

Graphic Designer

- Produced visual content in collaboration with the creative team.
- Developed guidelines for logo usage and branding materials.
- Determined the design approach for all company communication materials.
- Collaborate cross-functionally on visual brand development.

Achievements:

- Developed the company's brand guidelines.
- Supported the company's rebranding process.
- Strengthened the company's visual identity.

Reason Leaving: Career switch to digital marketing

EDUCATION

Universitas Tanjungpura

2015-2020

Bachelor of Education (*B.Ed.*)

SKILLS

AI Automation: Generate n8n workflow and AI agent to automate repetitive processes.

Digital Marketing: Designing, executing, and optimizing end-to-end digital campaigns.

Performance Marketing: Analyzing, executing, and optimizing marketing initiatives to achieve maximum results from campaign budgets.

Web Development (WordPress & Next.js): Building and managing landing pages and websites to support marketing objectives and optimize outcomes.

Marketplace Ads: Proficient in managing advertising campaigns on Shopee, Tokopedia, TikTok Shop, and Lazada.

Analytics Tools: Google Analytics, Meta Pixel , TikTok Pixel, Google Tag Manager.