

Rahmatul Fajri

Marketing Coordinator | Campaigns, Branding & Growth



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📍 West Sumatra, Indonesia

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Solution oriented marketing professional with 3+ years of hands on experience in brand development, lead generation, and campaign execution. Skilled in customer relationship management, public engagement, and digital marketing strategies across the education, service, and entertainment sectors. Recognized as a fast learner, adaptable, and proactive in delivering results, even in challenging environments.

WORK EXPERIENCE

09/2023 – Present
Padang

Popay Montessori Preschool Padang, Marketing Coordinator

- Spearheaded brand development and marketing strategy for Popay's first branch outside Jakarta.
- Executed marketing campaigns and trial classes and positioning the school as a premium education provider.
- Built and led a digital marketing team, converting leads into 150+ student enrollments within months.
- Coordinated major events, including a seminar attended by 180+ educators, and established partnerships with local education stakeholders.
- Managed lead generation, client relations, team coordination, and external collaborations to drive long-term growth and retention.

03/2023 – 08/2023
Padang

English First (EF) Padang, Progress Advisor

- Acted as the primary liaison between students, parents, and instructors to ensure effective communication and student progress.
- Managed a portfolio of over 200 students, monitored academic development, and provided timely progress updates to parents.
- Delivered course presentations to new and existing families, contributing to increased retention and client satisfaction.
- Built strong relationships with parents through personalized support and responsive problem solving, which led to higher retention rates and positive feedback during my time at EF.

- 02/2022 – 02/2023 **PT. Padang Rumput Hijau (Christine Hakim Idea Park),
Padang**
Marketing Strategist
 - Developed and executed marketing strategies to boost weekday visitor traffic at a family entertainment park.
 - Initiated partnerships with local kindergartens by offering educational programs and special discounts, leading to higher visitor turnout and improved brand perception.
 - Collaborated with cross functional teams to align marketing initiatives with business goals, resulting in increased community engagement and positive public response.

- 07/2021 – 12/2021 **MNC Sky Vision, Telemarketing Agent
Pekanbaru**
 - Promoted MNC Sky Vision subscription packages through telemarketing, targeting leads across Indonesia using both existing databases and fresh leads.
 - Supported lead generation efforts by optimizing Google Ads campaigns and audience targeting strategies.
 - Created simple WordPress landing pages to integrate ads with WhatsApp, improving direct engagement and lowering cost per click (CPC).
 - Improved overall lead quality and conversion rates, contributing to campaign efficiency until team downsizing during the pandemic.

EDUCATION

- 07/2023 – Present **Bachelor’s Degree in Management (In Progress), Universitas Terbuka
Padang**

- 07/2014 – 06/2017 **Vocational High School – Accounting | Graduated 2017, SMK Perbankan
Padang**

LANGUAGES

Indonesian
Native

English
Conversational to Advanced

Mandarin
Basic (HSK 2 in progress)

Japanese
Basic (JLPT N5)

SKILLS

Marketing Strategy • Lead Generation & Conversion • Client & Stakeholder Relations •
 Campaign Planning & Execution • Public Speaking & Presentation •
 Social Media Communication • CRM & Student Retention • Cross-Functional Collaboration

PROJECTS

- 04/2025 – 06/2025 **Kids Festival 2025 – Popay x English 1 Padang**
Organized a large scale family event attracting 160+ children and parents. Managed event concept, sponsor outreach, vendor coordination, and marketing materials. Strengthened community engagement and brand visibility.
- 02/2025 – 03/2025 **Teacher Conference – Education Networking Event**
Coordinated a professional seminar attended by 180+ educators across West Sumatra. Handled speaker curation, logistics, and stakeholder partnerships with education departments and community leaders.
- 11/2023 – 05/2024 **School Launch Campaign – Popay Montessori Padang**
Planned and led the end to end marketing campaign for the first Popay branch outside Jakarta. Ran trial classes with paid participants, created local awareness through digital outreach, and contributed to 100+ student enrollments within months.

CERTIFICATIONS

**JLPT N5 – Japanese
Language Proficiency Test
(2020)**

Basic Mandarin Course
– Beijing Institute Pare (Mar
2025)

**EF SET English Certificate
(C1 Advanced)**
– EF Standard English Test
(2025)