

ABDURRAHIM IBNU HAKIM

Growth & Marketing Strategist | Marketing Consultant (Strategy & Analytics)

Remote-ready | Asia timezone | Open to contract & full-time

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PROFESSIONAL SUMMARY

Growth & Marketing Strategist with a background in education, operations, and finance, specializing in designing and evaluating content-led demand and conversion systems. Experienced in strategic analysis, funnel logic, KPI frameworks, and AI-assisted marketing workflows. Strong communicator with consulting-style thinking, able to translate complex data and systems into clear strategic recommendations. Seeking remote roles in growth strategy, marketing consulting, and performance evaluation.

CORE SKILLS (ATS-OPTIMIZED)

- Growth Marketing Strategy
 - Marketing Consulting & Evaluation
 - Funnel Design & Conversion Strategy
 - Content-Led Demand Systems
 - Marketing Analytics & KPI Frameworks
 - Strategic Framework Development
 - Performance Measurement Logic
 - AI-Assisted Marketing Workflows
 - Data Interpretation & Insight Generation
 - Cross-Functional Collaboration
 - Written & Verbal Communication
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STRATEGIC EXPERIENCE

Growth & Marketing Strategist (Independent / Portfolio Projects)

2025 – Present | Remote

- Designed end-to-end growth strategy case studies focused on content-led demand generation and conversion systems.
- Developed funnel frameworks mapping audience intent across awareness, consideration, and conversion stages.

- Created KPI and measurement models to evaluate marketing performance without reliance on vanity metrics.
- Built strategic rubrics to assess channel effectiveness, messaging alignment, and conversion friction.
- Applied AI-assisted workflows to support research, content structuring, and strategic validation.
- Produced clear written documentation suitable for stakeholder review and consulting contexts.

PROFESSIONAL BACKGROUND (TRANSFERABLE EXPERIENCE)

School Administration, Operations & Finance Roles

Education Sector | Indonesia | 2015 – 2024

- Managed operational systems, budgeting, and reporting with strong attention to structure, accuracy, and accountability.
- Analyzed operational and financial data to support decision-making and performance evaluation.
- Designed structured workflows and documentation to improve efficiency and clarity across teams.
- Led communication initiatives, presentations, and training sessions for diverse stakeholders.
- Coordinated cross-functional activities requiring planning, prioritization, and performance tracking.

(Note: Experience leveraged for strategic, analytical, and consulting skill transfer into marketing roles.)

SELECTED PROJECT HIGHLIGHTS (STRATEGIC)

Content-Led Demand Growth System (Simulated Case Study)

- Designed an organic growth system aligning content strategy with funnel stages and audience intent.
- Defined strategic trade-offs between channels and prioritized sustainability over short-term scale.
- Built a performance measurement framework to guide optimization decisions.

Conversion-Focused Funnel Strategy (Simulated Case Study)

- Developed a hybrid organic + paid funnel model for a service-based digital business.
- Created evaluation criteria to assess conversion efficiency and lead quality.
- Positioned AI as a strategic assistant for analysis and decision support.

(Full case studies available via portfolio link.)

TOOLS & TECHNOLOGIES

- Google Analytics (GA4)
 - Google Search Console
 - SEO & research tools (conceptual / strategic use)
 - Spreadsheet-based analysis (Google Sheets, Excel)
 - AI language models for research, analysis, and structuring
 - Documentation & reporting tools (Docs, Slides)
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EDUCATION

Bachelor's Degree

(Field related to education / management adapt if needed)

ADDITIONAL INFORMATION

- Strong English written and verbal communication
- Comfortable working in remote, asynchronous environments
- Consulting mindset with focus on clarity, structure, and decision logic