

ABDURRAHIM IBNU HAKIM

Marketing Consultant (Strategy, Evaluation & Analytics)

Growth & Performance Marketing Background

Remote-ready | Asia Timezone | Open to Contract & Full-Time

 hakimaibnu@gmail.com

 [linkedin.com/in/abdurrahim-ibnu-hakim-1b526a165](https://www.linkedin.com/in/abdurrahim-ibnu-hakim-1b526a165)

PROFESSIONAL SUMMARY

Marketing Consultant with a background in **growth strategy, marketing evaluation, and systems thinking**, supported by prior experience in education, operations, and finance. Specialises in analysing marketing performance, designing **evaluation frameworks and rubrics**, and translating complex data into clear strategic insights. Experienced in **AI-assisted marketing workflows** with strong written and verbal communication skills. Well-suited for consulting, AI model evaluation, and performance-driven marketing roles in remote, global environments.

CORE SKILLS (ATS-OPTIMISED)

- Marketing Strategy & Consulting
 - Marketing Performance Evaluation
 - Marketing Data Analysis & Insight Synthesis
 - Funnel Logic & Conversion Reasoning
 - KPI & Measurement Framework Design
 - Campaign Assessment & Rubric Development
 - AI-Assisted Marketing Workflows
 - Strategic Thinking & Problem Structuring
 - Written & Verbal Communication
 - Cross-Functional & Remote Collaboration
-

STRATEGIC EXPERIENCE

Marketing Consultant / Growth & Performance Strategy (Independent & Portfolio Projects)

2025 – Present | Remote

- Designed **strategic marketing case studies** focused on content-led demand generation, funnel structure, and conversion logic (simulation-based, assumptions clearly stated).
- Analysed marketing scenarios to identify **audience–message misalignment, funnel friction, and performance constraints** beyond surface-level metrics.

- Developed **evaluation frameworks and rubrics** to assess campaign effectiveness, channel performance, and strategic clarity.
 - Created KPI and measurement models prioritising **decision relevance over vanity metrics**.
 - Applied AI-assisted workflows to support research, hypothesis testing, framework development, and insight synthesis while maintaining human judgement as the final decision layer.
 - Produced clear written documentation and strategic explanations suitable for consulting, stakeholder review, and AI training contexts.
-

TRANSFERABLE PROFESSIONAL EXPERIENCE

School Administration, Operations & Finance Roles

Education Sector | Indonesia | 2015 – 2024

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

(Experience leveraged for strategic analysis, consulting judgement, and communication skills in marketing contexts.)

SELECTED STRATEGIC PROJECT HIGHLIGHTS

Content-Led Demand & Evaluation System (Simulated Case Study)

- Designed an organic growth system aligned to audience intent across funnel stages.
- Built an evaluation framework to assess content effectiveness, funnel progression, and optimisation priorities.

Conversion-Focused Funnel Strategy (Simulated Case Study)

- Developed a hybrid organic + paid funnel model for a service-based digital business.
- Created rubric-based criteria to evaluate lead quality, conversion efficiency, and messaging clarity.
- Positioned AI as a strategic assistant for analysis and decision support, not a replacement for judgement.

(Full case studies available upon request or via portfolio.)

https://drive.google.com/drive/folders/1pu21MwXdj66b1yC0GkFL6ShwEZu770lj?usp=drive_link

TOOLS & WORKING KNOWLEDGE

- Marketing & Analytics: Google Analytics (GA4 – conceptual/strategic), Google Search Console
 - Analysis & Reporting: Google Sheets, Excel
 - AI & Productivity: Large Language Models for research, analysis, framework design, and insight synthesis
 - Documentation & Collaboration: Docs, Slides, remote-first workflows
-

EDUCATION

Bachelor's Degree

(Field related to education / management – available upon request)

ADDITIONAL INFORMATION

- Clear and structured English communication (written & verbal)
- Comfortable working asynchronously in remote, global teams
- Consulting mindset with emphasis on **clarity, structure, and decision logic**
- Open to hourly contract work (10–40 hours/week)