

Page 1: Profile & Contact

Title: Strategic Sales & AI Integration Specialist

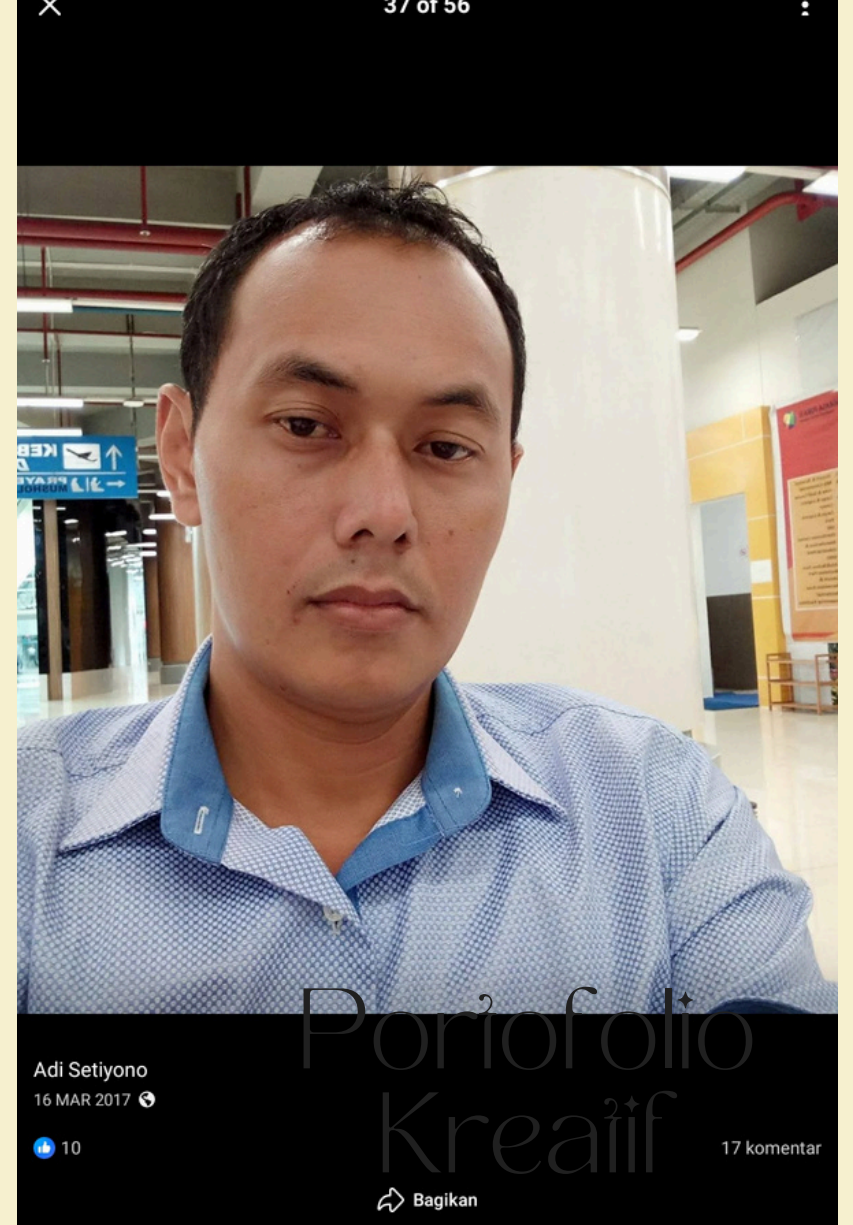
Location: Karanganyar, Central Java, Indonesia

Phone: +62 857-2742-5561

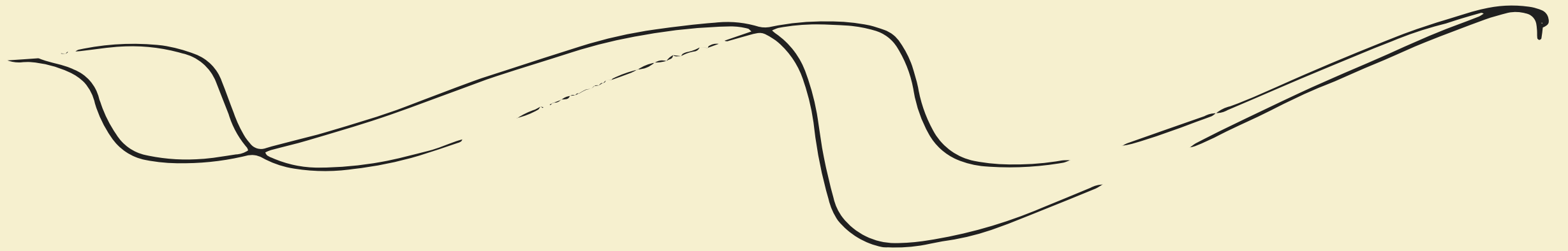
Whatsap: +62 851-9851-7924

Email: adisetiyono2024@gmail.com Contact

Summary: A dynamic professional with over 10 years of experience in sales, marketing, and leadership. Expert in managing large teams, driving digital growth through AI tools, and delivering high-impact results in EdTech and international tourism sectors

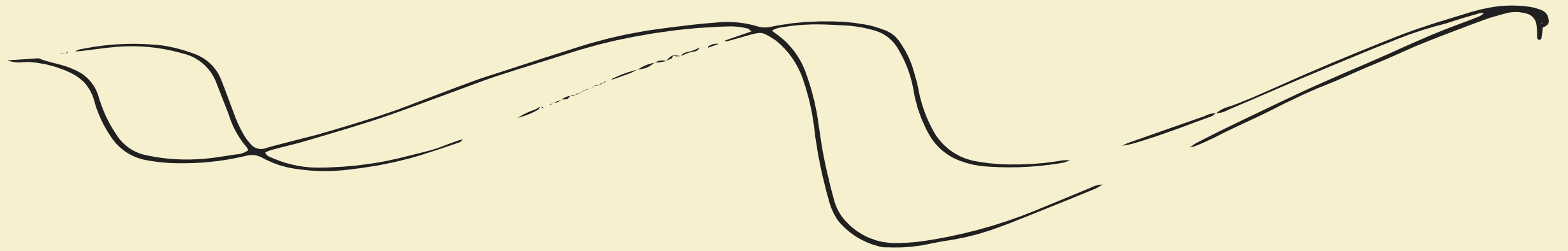


AYO BICARA!



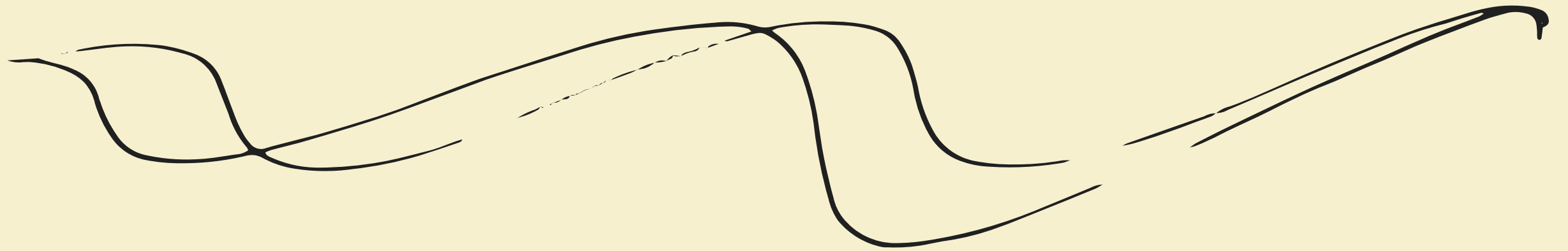
Page 2: Professional Experience (The Highlights)

- Account Manager | Ruangguru (2019 – 2020)
Led and coached a high-performing team of 20+ marketing and sales personnel
Developed strategic initiatives to expand market reach for Southeast Asia’s leading EdTech platform.
- Marketing Online | Halodoc (2024 – 2025)
Managed digital promotional campaigns and user acquisition strategies for Indonesia’s top health-tech app.
- Marketing Representative | PT RUMA (2010 – 2015)
Drove community-based marketing and expanded micro-entrepreneur networks.
- Books Consultant | PT Mentari Books Indonesia (2005 – 2010)
Consulted on Cambridge University Press educational materials for institutional clients.



Page 3: Digital Expertise & International Experience

- **Digital Content Strategy:**
 - **Active practitioner in TikTok Affiliate and "Clipper" video strategies.**
 - **Proficient in AI-driven tools: ChatGPT, CapCut, Canva, and Meta Ads for high-conversion campaigns.**
- **International Client Relations (Bali Experience):**
 - **Managed luxury villa operations and international diving packages for global tourists.**
 - **Expert in cross-cultural communication and premium service delivery.**



Page 4: Education & Credentials

- **Bachelor of Science (S.Si.) in Chemistry**
 - **Universitas Sebelas Maret (UNS), Surakarta.**
 - **Focus: Analytical thinking, data-driven methodology, and scientific research.**
- **English Proficiency Certification**
 - **Issued by UPT Bahasa Universitas Sebelas Maret.**
- **Technical Skills: Data Analysis, CRM Management, Social Media Ads, and Team Mentorship.**
 - .

THE DEPARTMENT OF NATIONAL EDUCATION
THE UNIVERSITY OF SEBELAS MARET

upon the recommendation of
THE FACULTY OF MATHEMATICS AND NATURAL SCIENCES
has conferred upon :

- Adi Setiyono -

Registration Number : M0397083
Place and Date of Birth : Wonogiri, October 27, 1979

who, after having fulfilled all the requirements,
at the Study Program of Chemistry
has been this day awarded

THE SARJANA (S-1) DEGREE

in

MATHEMATICS AND NATURAL SCIENCES

with all the honours, rights and privileges appertaining thereto in witness thereof, under the seal of
the university, the signature of the duty authorized officers are hereunto affixed

Issued in Surakarta on the Twenty Nine of April
in the year of Two Thousand and Five

Dean,
(Signed)

Drs. Marsuel, M.S.
NIP. 130 906 776

Rector,
(Signed)

Prof. Dr. dr. Much. Syameulhadli, Sp.KJ.
NIP. 130 543 952



Surakarta, April 29, 2005
Approved
Sebelas Maret University
Vice Rector In Academic Affairs

Prof. Dr. Ravik Karsidi, MS
NIP. 130 906 766

ATTACHMENT

DEPARTEMEN PENDIDIKAN NASIONAL
UNIVERSITAS SEBELAS MARET
UPT.PELAYANAN DAN PENGEMBANGAN BAHASA
(UPT.P2B)

SERTIFIKAT

NO . 21 /A-8 /P2B/I/2001

Dengan ini menerangkan bahwa :

Nama : ADI SETIYONO
NIM : M. 0397063
Fakultas/Jurusan : MIPA / Kimia
Alamat : UNIVERSITAS SEBELAS MARET
Jl. Ir. Sutami No.36 A Keningan Surakarta

telah menempuh ujian kemampuan Bahasa Inggris dengan materi TOEFL – Like yang diselenggarakan tanggal 1 dan 2
Desember 2000 oleh UPT. Pelayanan dan Pengembangan Bahasa Universitas Sebelas Maret, dengan hasil sebagai berikut :

I. Listening Comprehension : 46
II. Structure & Writing Expression : 44
III. Reading Comp. & Vocabulary : 50

Total Score : 467



Surakarta, 10 Januari 2001
Kepala UPT-P2B,

DR. GATOT SUNARNO
NIP. 130 516 307

TOEFL CERTIFICATE SEBELAS MARET UNIVERSITY

BACHELOR OF CHEMISTRY DEGREE