

WILLY LAURENT BRENKMAN

Performance Marketer × Full-Stack Builder

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PROFESSIONAL SUMMARY

IT professional with 4+ years of hands-on experience across Performance Marketing, Full-Stack Development, and Quality Assurance — a marketer who can code, and a developer who understands ROI. Led national-scale QA for Telkomsel, covering a 159M-user billing platform and a 10.5M+ user system migration. Founded and shipped 3 self-built full-stack SaaS products (React, Next.js, Supabase, PostgreSQL) from zero to production, while personally running the Meta Ads campaigns, Pixel/CAPI tracking, and performance optimization behind them. Known for structured problem-solving, clear technical documentation, and reliable execution across cross-functional, national-scale teams — now accelerated with AI-assisted development for 10x faster shipping.

WHAT I WORK ON

- 01 — Performance Ads & Growth Marketing:** End-to-end campaign management: Meta Ads (Pixel & CAPI), SEO/SEM, audience targeting, creative testing, funnel optimization, and ROI/ROAS reporting to stakeholders
- 02 — Full-Stack & AI-Assisted Development:** Building production-ready web apps from scratch: React, Next.js, Node.js, Supabase, PostgreSQL, Vercel — accelerated with AI tools (Cursor, Claude, v0) for 10x faster development
- 03 — Quality Assurance & Testing:** QA Lead for Telkomsel's national-scale migration (10.5M+ users): UI/functional testing, test case design, RFI/RFC documentation, bug tracking (Jira), UAT, and cross-team engineering-business coordination
- 04 — AI-Assisted Development:** Leveraging AI tools (Cursor, Claude, Copilot, ChatGPT) from prototype to production — architecture, debugging, and deployment support across all self-built products

TOOLS & SKILLS

Development: React / Next.js, Node.js, JavaScript / HTML / CSS, REST API, Supabase / PostgreSQL, Vercel / VPS, Git / GitHub

Marketing: Meta Ads (Pixel & CAPI), Google Ads, SEO & SEM, Funnel Optimization, Meta Business Suite, Creative Testing

QA & Analytics: UI/Functional Testing, Test Case Design, Bug Tracking (Jira), RFI/RFC Documentation, SQL & MySQL, Power BI, Google Analytics

Dev Tools & Infra: Cursor / Claude / ChatGPT, Cloudflare (DNS), VPS Management, Figma & Excel, Agile / Scrum / Jira

TECHNICAL PROJECTS — BUILT FROM ZERO TO PRODUCTION

- NIKAH RAPI** — *nikahrazi.online* — Wedding planning web app (React, Vite, Supabase, Vercel) — 22 functional modules incl. auth, RLS, guest management, budget tracker, vendor directory; owns Meta Ads funnel and conversion tracking.
- Alur** — *alur.online* — CRM SaaS for pipeline tracking, follow-up automation, and visual reporting; conducted full security audit (RLS policies, access control).
- LUNASKAN** — *lunaskan.online* — Debt management SaaS with integrated payment/checkout flow and automated reminders; set up Meta Pixel & Conversions API tracking.

PROFESSIONAL EXPERIENCE

Founder (Part-Time)

Jan 2026 – Present

PT. BWJ Agriculture Global Indonesia

- Lead data-driven market analysis and end-to-end operations for an export agribusiness (coffee, coconut derivatives, wood pellets), defining go-to-market and buyer outreach strategy from pricing and market research.

Sales Development Representative

Jul 2025 – Jan 2026

ChatPlusAI · Full-Time

- Analyzed prospect and CRM pipeline data to identify lead-quality trends and improve conversion rates for an AI-powered omnichannel customer service SaaS.
- Prepared monthly performance reports on lead generation, meetings, and sales outcomes for stakeholders.

Founder — Performance Marketing Lead

2025 – Present

Rapi Digital (Self-Built SaaS Portfolio: NIKAH RAPI, Alur, LUNASKAN) · Part-Time

- Owned Meta Ads campaigns end-to-end across 3 SaaS products — Pixel/CAPI setup, ad set structuring, audience targeting (CTR ranging 1.56%–2.86%).
- Diagnosed and resolved a Meta Pixel tracking gap causing lost Purchase-event attribution; rebuilt tracking on a fresh Meta Business Portfolio.
- Ran landing page conversion and PageSpeed audits, remediating 16 critical issues — lifting PageSpeed score into the 80s and cutting Total Blocking Time from 830ms to 10ms.

Software QA Specialist

Aug 2024 – Jul 2025

Telkomsel (via Sigmapipta Caraka)

- Conducted UI testing following system updates; replicated and documented bugs for Project 99% Usahaku and DigiposAja.

Software QA Team Lead

May 2023 – Aug 2024

Telkomsel (via Sigmapipta Caraka)

- Led QA for the FMC Indihome Migration (10.5M+ users) and Billing & Charging System Upgrade (159M users); authored RFI/RFC documentation bridging QA, engineering, and business stakeholders.

Junior Business Analyst

Mar – May 2023

Telkomsigma (Telkomsel)

- Optimized databases (MySQL, Power BI) and managed services in support of growth marketing analytics campaigns.

Digital Marketing Specialist & Project Manager (Part-Time)

Nov 2022 – Mar 2025

Diprojectin

- Managed SEO, SEM, Meta Ads, and paid social campaigns end-to-end; reported ROI and performance insights via Google Analytics, Meta Business Suite, and Power BI.
- Led an IoT prototype project — requirements gathering, timeline/resource planning, client coordination through handover.

Junior Full Stack Developer

Sep 2022 – Feb 2023

Pitjarus Teknologi

- Built and maintained client-facing websites for Danone and Wardah; bug fixing and feature implementation.

HR Administrator

Jul 2019 – Nov 2021

Mahkamah Agung RI

- Managed payroll, BPJS administration, and performance reporting.

Sales & Marketing Executive (Freelance)

Apr 2017 – Jun 2019

Prudential Indonesia

EDUCATION

- Information Technology (Minor: Information Systems) — Universitas Bina Nusantara (BINUS Online), Jakarta | 2024 – Present
- Information Technology (Minor: Computer Engineering) — Politeknik Negeri Jember | Graduated Aug 2018, GPA 3.49/4.0

CERTIFICATIONS & TRAINING

- Google Digital Marketing & E-Commerce (Google)
- Data Analyst Training (DQLabs)
- Data Science Training (Dicoding Indonesia ID Camp)
- Full-Stack Developer Bootcamp (Dumbways)
- BNSP — Local Area Network Installation

ORGANIZATION & ACHIEVEMENTS

- Head of Public Relations — HIMAPRODI Teknik Komputer (2018)
- Head of Division — UKM Robot Terbang Indonesia (2017–2018)
- Top 7 Nasional — Indonesia Flying Robot Contest (2016)