

IRWAN ARDIANSAH

Mataram, West Nusa Tenggara, Indonesia | +62 813-3941-3062 | contact@irwanardiansah.my.id
[linkedin.com/in/irwan-ardiansah](https://www.linkedin.com/in/irwan-ardiansah) | [irwanardiansah.my.id](https://www.irwanardiansah.my.id)

PROFESSIONAL SUMMARY

Management graduate with a Marketing concentration and GPA of 3.82/4.00, combining hands-on experience in marketing, business development, strategic partnerships, customer acquisition, market expansion, and field operations. Held successive roles at PT Gridwiz Energy and Mobility, delivering 80% partnership growth, approximately 90% negotiation-to-implementation success, 3 campaigns engaging 500+ participants, and market-entry execution in Gili Trawangan. Co-founded Jejak Langkah Nusantara and coordinated 500+ volunteers across five remote regions. Brings commercial judgment, analytical problem solving, stakeholder leadership, and learning agility to management trainee and graduate programs, plus marketing, sales, commercial, partnerships, retail operations, and project roles.

CORE COMPETENCIES

Growth & Commercial: Marketing Strategy | Business Development | Sales & Commercial Growth | Market Expansion | Customer Acquisition | Customer Experience | Strategic Partnerships | Go-to-Market Strategy

Strategy & Analysis: Strategic Planning | Market Research / Market Intelligence | Business Analysis & Analytical Thinking | Data Analysis & Data-Driven Decision Making

Execution & Operations: Cross-Functional Collaboration | Project Management | Operations Coordination | Campaign Execution | Field Activation

Leadership & Influence: Team Leadership | Stakeholder Management | Negotiation | Presentation & Communication | Problem Solving | Learning Agility & Adaptability | Initiative

PROFESSIONAL EXPERIENCE

Marketing Team Leader (Marketing & Business Development)

PT Gridwiz Energy and Mobility | Indonesia | Jan 2026 - Mar 2026

- Led end-to-end marketing and business development for clean-mobility solutions across partnership development, customer acquisition, market expansion, sales promotion, and field activation.
- Grew the partnership portfolio by 80% by building scalable B2B/B2G collaboration models and expanding commercial networks across cafes, restaurants, resorts, universities, and government institutions in West Nusa Tenggara.
- Negotiated with prospective partners from initial discussion through implementation, achieving approximately 90% success while refining proposals for commercial viability, scalability, and strategic alignment.
- Designed and executed 3 integrated marketing campaigns engaging 500+ participants, strengthening brand exposure, customer engagement, and adoption of clean-mobility solutions.
- Led market-entry execution in Gili Trawangan by aligning local stakeholders, partner onboarding, and field activation to establish an early operating presence in a previously untapped market.
- Developed an integrated annual marketing plan and accountable team systems spanning promotions, sales, partnerships, and business development, strengthening execution discipline, productivity, and progress visibility.

Marketing Specialist Intern

PT Gridwiz Energy and Mobility | Indonesia | Jun 2025 - Dec 2025

- Executed marketing campaigns, promotional activities, and field activations that supported brand awareness, user acquisition, and early market validation for e-mobility services.
- Conducted market and competitor research to identify target segments, growth opportunities, positioning gaps, and actionable customer insights.
- Supported partnership development and onboarding by preparing marketing materials, business proposals, and presentations for prospective partners and stakeholders.
- Collaborated across functions on go-to-market and operational execution, gathering field feedback and contributing to rapid, data-informed iteration in a startup environment.

LEADERSHIP EXPERIENCE

Co-Founder / Head of Operations

Jejak Langkah Nusantara | Indonesia | Jul 2023 - Jul 2025

- Directed end-to-end planning and field operations for community-development programs across five remote regions, coordinating 500+ volunteers through structured delegation, communication, and accountability systems.
- Led resource allocation, local stakeholder coordination, and real-time problem solving in dynamic, resource-constrained environments, sustaining program continuity and execution quality.
- Facilitated economic and tourism initiatives supporting local business promotion, MSME packaging improvement, tourism content, and business-certification readiness, including PIRT, Halal, and BPOM processes.
- Developed and managed jalantara.org and supporting digital workflows for branding, volunteer registration, documentation, and project coordination.

Field Program Participant

Kampus Mengajar, Kampus Merdeka | Central Lombok, Indonesia | Jul 2024 - Dec 2024

- Completed 880+ hours in a nationally selected field program, supporting teaching, school development, literacy and numeracy improvement, technology adaptation, and school operations.
- Conducted needs observation, program planning, AKM support, administrative improvement, and stakeholder coordination with students, teachers, school leaders, and education authorities.
- Prepared reports, evaluations, and program reflections to track outcomes, while contributing to student-safety and violence-prevention awareness initiatives.

Master of Ceremonies

University of Mataram | Mataram, Indonesia | May 2024 - Aug 2025

- Hosted formal university events, strengthening formal-event facilitation, audience engagement, public speaking, and stakeholder communication.

English Tutor & Debate Department Staff

UKM argUMent | Mataram, Indonesia | Jan 2023 - Aug 2025

- Coordinated classes for 22 students, developed learning materials, and coached debate and English communication skills.

Head of Human Resources Development

CSSMoRA University of Mataram | Mataram, Indonesia | Sep 2023 - Dec 2024

- Coordinated member development, organizational learning, internal communication, and engagement initiatives to strengthen collaboration and team capability.

SELECTED PROJECTS

Founder Team / Business Project Lead

KEMBALO - MBKM Entrepreneurship, University of Mataram | Mataram, Indonesia | Feb 2025 - Jun 2025

- Co-developed a customizable wire-fur art venture; conducted market and competitor analysis, defined segmentation-targeting-positioning strategy, and created the Business Model Canvas, proposal, and pitch deck that passed faculty selection and earned 20 academic credits.
- Led production, marketing, sales, evaluation, financial reporting, and customer-feedback-driven product development with a multidisciplinary team.

Liaison Officer / Project Leader Assistant

Digital Literacy Strengthening - Ministry of Communication and Informatics, Republic of Indonesia | Mataram & Jayapura, Indonesia | Aug 2023 - Sep 2023

- Coordinated speakers, participants, event flow, and digital certificate delivery for 500 seminar participants across two cities, supporting timely and consistent program execution.

EDUCATION

Bachelor of Management, Marketing Concentration

University of Mataram | Mataram, Indonesia | Aug 2022 - Jun 2026

Academic Distinction: GPA 3.82/4.00 | Cum Laude | 145/145 credits completed

Scholarship: Program Beasiswa Santri Berprestasi (PBSB), Ministry of Religious Affairs, Republic of Indonesia

Relevant Coursework: Marketing Strategy, Advanced Marketing Management, Consumer Behavior, Global Marketing, Service Marketing, Business Communication, Strategic Management, Operations Management, Business Feasibility Study, Research Methods

RESEARCH & PUBLICATION

Driving Continuance Intention in Phygital E-Bike Sharing: An Extended UTAUT2 Study of Generation Z Users.

Developed a survey-based study of Gen Z continuance intention, applying consumer behavior, technology adoption, data interpretation, and managerial insight generation in a phygital mobility context.

CERTIFICATIONS & AWARDS

LinkedIn Content and Creative Design: LinkedIn Marketing Labs, 2024

Business Proposal Preparation & Presentation Methods: MasteringSkill, 2023 - Excellent Distinction

Duta Mahasantri Integritas dan Antikorupsi: Finalist

TECHNICAL SKILLS

Productivity & Analysis: Microsoft Excel, Word, PowerPoint, Outlook; Google Workspace; Odoo Accounting

Digital & Content: Canva; WordPress; website administration; business proposal and pitch-deck development

LANGUAGES

Indonesian (Native/Bilingual) | English (Working Proficiency; TOEFL 463) | Korean (Elementary) | Arabic (Elementary)