

# AL RAZZAQ ROFI AFIANSYAH

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Business Development and Growth professional with 3+ years of experience driving client acquisition, revenue growth, and strategic partnerships in legal and service-based industries. Proven track record in acquiring 100+ clients, managing high-volume sales pipelines, and building partnership ecosystems with legal firms and business stakeholders. Strong in consultative selling, market expansion, and data-driven decision making. Currently leveraging data analytics capabilities to optimize business strategy and scalable growth.

## WORKING EXPERIENCE

**PT Documenta Corpora Technology** – Central Jakarta, Indonesia Jan 2025 – Present

*Senior Business Development*

- Led business expansion initiatives for legal services, managing 50+ active client pipelines and supporting monthly sales target achievement.
- Established and managed 10+ strategic partnerships with legal firms, notaries, and business communities to expand market reach.
- Delivered 150+ client proposals and project pitches, contributing to increased service adoption among SMEs.
- Improved client retention through personalized engagement and loyalty & education programs, supporting repeat order growth.
- Collaborated cross-functionally to execute business campaigns and partnership-driven growth initiatives.

**PT Legalku Digital Teknologi** – Jakarta, Indonesia Feb 2023 – Dec 2024

*Head of Business Growth*

- Successfully acquired 126+ clients within 12 months, contributing significantly to company revenue growth.
- Designed and executed GTM strategies targeting SMEs, increasing brand awareness and legal service demand.
- Managed end-to-end sales funnel (lead generation, pitching, closing), handling 30–50+ monthly prospects.
- Developed online & offline acquisition channels to expand market reach and improve conversion rate.
- Educated clients on legal compliance, improving trust and increasing repeat business opportunities.

**PT Anugrah Argon Medica** – Tangerang, Indonesia Sep 2022 – Feb 2023

*Supervisory Development Program*

- Managed branch operations across order, delivery, billing, return, and claim processes, supporting daily business flow.
- Supervised 10+ members in sales team performance, including target breakdown, forecasting, and evaluation.
- Conducted canvassing and relationship management for 200+ business clients per month.
- Prepared monthly reports on sales performance, customer activity, and product movement.
- Developed leadership capability through hands-on supervisory and operational role.

**PT HM Sampoerna Tbk** – Bengkulu, Indonesia Oct 2018 – Dec 2018

*Sales Promoter*

- Achieved daily sales target of 200+ product units, consistently meeting performance expectations.
- Expanded product reach into new areas, contributing to local market penetration.
- Maintained customer satisfaction through direct engagement and product education.

ORGANIZATIONAL EXPERIENCE

Student Management Association (HUMAN) Sep 2020 – Dec 2021

Supervisory Board Organization

- Oversaw operations across 5 divisions and 3 governing bodies, ensuring alignment with organizational goals.
- Monitored performance of 10+ core members and provided strategic recommendations for decision-making.
- Contributed to policy evaluation and governance processes through structured coordination meetings.

EDUCATION

Universitas Bengkulu – Bengkulu, Indonesia Aug 2017 – Apr 2022

Bachelor of Management (Finance), Economy & Business | GPA: 3.44/4.00

- Relevant Coursework: Financial Management, Investment Analysis, Business Strategy, Marketing Management, Organizational Behavior, Statistics for Business, Business Research Methods.

ACHIEVEMENTS, CERTIFICATION, AND OTHER EXPERIENCES

- **Languages** : Native in Indonesia  
Proficient in English.
- **Technical Skills** : SQL, Power BI, Data Visualization, Data Cleaning & Preprocessing, Statistical Analysis, Basic Programming.
- **Hard Skills** : Business Development, Sales & Pipeline Management, Market Expansion Strategy, Partnership & Stakeholder Management, Marketing Planning, Financial Analysis.
- **Soft Skills** : Communication & Negotiation, Strategic Thinking, Leadership, Problem Solving, Analytical Thinking.
- **Certification** :
  - Sales & Business Development – MySkill (2025)
  - BNSP – Associate Data Science (2025)
  - Digital Skola – Data Science Program (2025)
  - Business & Process Management – Coursera (2025)