

# Julio Nugraha

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## Summary

I am a responsible and energetic person who stays focused on goals. I have a strong passion and skills in management, digital marketing, sales, computers, internet technologies, and research with attention to detail. I am always eager to grow in knowledge and gain more experience.

I would love to take responsibility for B2B and B2C digital marketing and digital sales functions, market research and intelligence, lead generation, email marketing and deliverability, outreach, website and social media content, SEO both on page and off page, SEM and PPC, design, and B2B strategy. The most important outcome from these activities is increased brand awareness and the number of leads converted.

I am committed to continuous learning and actively seek opportunities to expand my knowledge and experience in both inbound and outbound strategies. I am confident that my skills and passion will contribute positively to the sustained success of your team.

For additional information about my portfolio, I kindly invite you to visit my LinkedIn profile: <http://www.linkedin.com/in/julionugraha>

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## Career history

**Growth Lead & Lead Generation Specialist, Sales Development Representative, Business Development at Magpie Intelligence Pte Ltd (Full Time)**

May 2024 - November 2025

I consistently contribute to revenue growth for our E-Commerce Market Intelligence solutions by utilizing **Digital Marketing** inbound and outbound techniques and Go-To-Market (GTM) strategies, generating 3 to 10 qualified leads weekly, aiming for 10 prospect meetings each month. This helps our sales team close deals through pre-sales insights, customized outreach, lead analysis, and tailored presentations that improve proposal relevance and client engagement. It also supports building effective digital strategies using big data.

#### Key Achievements:

- Generated 3 to 10 qualified meetings weekly, consistently hitting a monthly target of 10.
- Delivered 40+ sales-qualified meetings per quarter through inbound and outbound strategy.
- Achieved 90% monthly target for qualified leads via multichannel outreach.
- Converted 50 prospects into 35 deals, supporting 20 monthly targets.
- Acquired 100 CPL in 2 months, aligned with 60 targets per 3 months.
- Maintained 25% conversion rate from cold outreach to booked meetings.
- Send 300+ personalized messages monthly with 10–15% reply rate.
- Improved meeting-to-deal conversion by 20% through ICP and signal targeting.
- Reduced CPL by 35% using automation and contextual messaging.
- Built and enriched 1,000+ B2B contact database for scalable outreach.
- Launched 5 outbound campaigns monthly, each generating 10–20 qualified leads.
- Reached 95% inbox rate through email deliverability optimization.
- Collaborated closely with the sales team to generate a monthly pre-sales pipeline of \$25K-\$40K SGD by converting 3 to 10 qualified meetings per week.

#### How can this be achieved?

- Identify and generate various types of information regarding leads primarily by using ICP, AI, LinkedIn, Sales Navigator, Clay, Waterfall Data Enrichment, Scraper for Lead Data Analysis and other outreach tools.
- Ensure every email reaches the inbox by applying email deliverability and warm-up techniques, including SPF, DKIM, DMARC, DNS configuration, IP/domain health monitoring, and more.
- Validate contact information (email address, phone numbers) and make sure that they are all relevant to each lead.
- Craft concise, signal-based messages and personalized icebreakers tailored to each lead's context. Develop content that speaks directly to their business goals using industry specific and outreach angles that resonate with their persona, signal, region, role, and more.
- Engaging social media content and ads to promote our brand and connect with potential customers based on relevant needs, driving inbound conversions.

- Blog posts and articles: providing valuable insights and thought on relevant industry trends and best practices.

### **Lead Generation Global at Outcome Co., Ltd (Part Time)**

Aug 2025 - Oct 2025

Help grow a Korean lead generation agency by combining AI tools with human expertise, offering a complete solution from B2B prospecting to meeting conversion. I consistently deliver 5 to 7 qualified leads monthly, meeting our target of 5 sales meetings.

This supports Outcome's clients like Refundy (refund automation) and Bebridge (video localization) in driving outbound & Inbound success. I've built a proven system that generated over 30 qualified leads inbound & outbound conversion from global prospects.

### **B2B Digital Marketing & Leads Generation at PT Prima Minechem Indonesia – CONCRETE CANVAS Ltd & MTi Group Pty Ltd. (Full Time)**

Jan 2023 – May 2024

I have consistently driven revenue growth for the company. Through a strategic approach to lead generation and digital marketing skills, I successfully boosted ROI by 70–90% for the sales team, driven by 3 to 5 qualified meetings per week. Additionally, I created a digital transformation environment to support the company's sustainability goals.

I am confident that my inbound and outbound digital marketing strategies can make a significant impact within the agriculture, construction, utilities, and mining supply industries.

#Digitalmarketinginbound #Digitalmarketingoutbound #AIPrompter  
#Analyticsintelligence #LeadsGeneration #EmailMarketing #ColdEmail  
#Outreach #Google Ads #Google Analytics #LinkedInautomation  
#Saleslinkedinnavigator #IndustryInsights #ContentMarketing  
#Contentoptimizer #Googleworkspace #Salesforce #LinkedInads  
#gotomarket

**Lead Generation Digital at PT Titik Inovasi Teknologi - Titik 0 (Part Time)**

Dec 2023 - May 2024

I drove revenue growth for our digital multimedia interactive tools for the best experience for your audience. With a strategic approach to outbound strategy.

As a lead generation - SDR, I am confident in my ability to make a significant impact to the mutually beneficial business on digitalization of Digital Multimedia Interactive tools.

#LeadsGeneration #EmailMarketing #ColdEmail #Outreach #SDR  
#SalesDevelopmentRepresentative #LinkedInAutomation

**B2B Digital Marketing & Research Associate at PT IBSG - VoltaON (Full Time)**

Jan 2022 - Jan 2023

Successfully boosted outreach for AI and EV battery solutions across APAC, EMEA, and North America. Delivered qualified meetings weekly through inbound and outbound strategies, directly supporting the CEO. Built B2B databases, enriched leads using AI tools, and ensured email deliverability through proper technical setup. Managed CRM, validated contacts, and crafted personalized messages based on signals and buyer personas. Supported digital marketing & Research, SEO, SEM - PPC, and content strategy to drive engagement through blogs, ads, and social media.

**Administration Department Head at PT Tunas Ridean Tbk (Internship)**

Oct 2020 - Oct 2021

Responsibility to administration staff function, document controller, Handling incoming and outgoing letters / email, and lettering fast typer.

**Tutor Teacher at LBB Gama Jogja (Part Time)**

Mar 2018 - Apr 2019

Responsibility to teach social subjects to junior high school and elementary school students.

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**Skills**

SaaS Software, Lead Generation, B2B Leads Contact Database, Prospect Lead Generator, CRM (Zoho, HubSpot, Salesforce), CRM Specialist, Project Management Tools, Automation Workflow, AI Prompt Framework, ChatGPT, Copilot AI, Gemini AI, Clay Tools, 10+ Recommended AI Tools, Content Management Systems (CMS), WordPress CMS, Search Engine Optimization (SEO), SEO Analytics Tools, Search Engine Marketing (SEM), Keyword Research, Trend Research, Pay Per Click (PPC), Meta Ads, Google Ads, Microsoft Ads, Cost Per Lead (CPL), Backlinks, Data Studio, Google Analytics, Google Adwords, Digital Marketing (Inbound & Outbound), Digital Sales, Digital Ads Trends, Digital Marketing Automation, Marketing Sales Automation, Email Marketing, Email Strategy, Email Campaigns, Email Automation, Email Deliverability Technical (SPF, DKIM, DMARC, MX), IP and Domain Health, LinkedIn Sales Navigator, LinkedIn Automation, LinkedIn Outreach, Cold Email, Outreach, Go to Market Strategy, GTM Engineer, Go to Market Engineer, AI Framework Prompter, Data Analytics Intelligence, Leads Data Scraper, Organic Marketing, Marketing Research, B2B Strategist, B2B Software, Web Design, Copywriting, Content Marketing, Insight and Analytics Research, A/B Testing, Reporting, Communication, Analytical Skills, Canva, Photopea (Photoshop Alternative), Video Editing, Helpdesk, Software Problem Solver, Hardware Problem Solver, IT Support.

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**Languages**

Bahasa Indonesia, English

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**Education****Bachelor of Business Studies/Administration/Management**

from Polytechnic Negeri STMI – Ministry of Indonesia Industry

Sep 2017 – Sep 2021

I am responsible, energetic, and keep it up to focus on the goals. Have passion and skills in management administration. Looking to grow for knowledge and experience. **Skills:** Multi-Channel Marketing · Marketing Automation · Market Research · Help Desk Support.

## Licences & Certifications

### **Automated Inbound Certification**

To be issued by Clay University Dec 2025

### **Automated Outbound Certification**

To be issued by Clay University Dec 2025

### **CRM Enrichment Certification**

To be issued by Clay University Dec 2025

### **AI-Powered Performance Ads Certification | Credential ID 139448263**

Issued by Google Academy Apr 2025 – Current

### **Google Analytics Certification | Credential ID 134428065**

Issued by Google Academy Feb 2025 – Current

### **Google Ads Search Certification | Credential ID 134412540**

Issued by Google Academy Feb 2025 – Current

### **Google Ads Video Certification | Credential ID 134490187**

Issued by Google Academy Feb 2025 – Current

### **Google Ads Display Certification | Credential ID 134473994**

Issued by Google Academy Feb 2025 – Current

### **Professional Diploma in Digital Marketing**

Issued by Hubspot Jan 2023 – Current

### **Digital Marketing Full Stack Bootcamp**

Issued by MySkill Jan 2023 – Current

### **Lead Generation Multichannel Strategy**

Issued by LinkedIn Nov 2023 – Current

### **Inside Sales**

Issued by LinkedIn Nov 2023 – Current

### **Sales Management Digital and Software**

Issued by Hubspot Nov 2023 – Current

### **PPC Search Ads (Google and Microsoft)**

Issued by LinkedIn Nov 2023 – Current

### **Advanced Google Analytics**

Issued by LinkedIn Nov 2023 – Current

### **Email Marketing**

Issued by Hubspot Nov 2023 – Current

**CRM Digital**

Issued by LinkedIn Nov 2023 – Current

**IT Help Desk**

Issued by LinkedIn Nov 2023 – Current

**SDM Industry 4.0 - Automotive and Automation**

Issued by Politeknik Kementerian Prindustrian RI Sep 2021– Current

**BNSP (Cost Management Manufacturing System) | Credential ID 71100**

**1211 000970 2021**

Issued by Badan Nasional Sertifikasi Profesi RI June 2021– Current

**ISO 9001:2015 - Quality Management System**

Issued by Saff Solution June 2021– Current

**Ms Excel - Data Analysis**

Issued by Pintaar Academy June 2021– Current

**Training of Trainer**

Issued by PT Wahana Insan Prima June 2021– Current

**Zahir | Z00000000000035524**

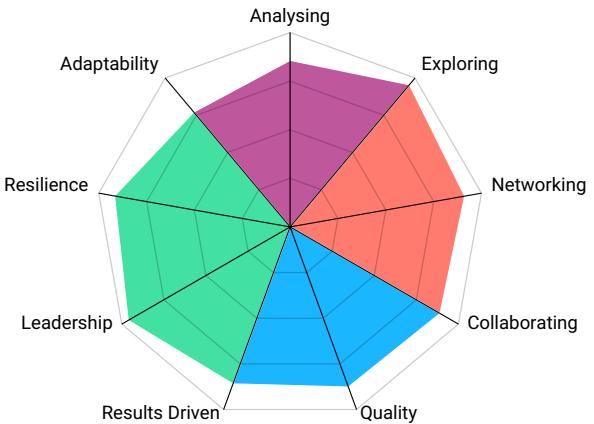
Issued by Zahir Academic June 2021– Current

# Julio Nugraha

Assertive leader

Innovative

Tenacious



## Thinking

### Analysing | Exploring

Julio is curious and likes to explore new ideas and approaches. When faced with a problem, Julio tends to think out of the box and enjoys considering a wide range of alternatives. Julio looks for opportunities to learn and thrive in roles which offer them novelty and variety. On the flip side, Julio may get bored in routines and at times may be perceived as overly optimistic or having impractical ideas.

Julio is comfortable in dealing with numerical data to understand problems and solve them. Julio tends to be factual and uses evidence to support their hypothesis.

## Connecting

### Networking | Collaborating

Julio is someone who feels at ease when connecting with new people and generally has a well-developed network.

Julio displays empathy towards colleagues and finds it important to listen to their points of view. Julio is likely to involve others in key decisions and plans. Julio gives credit where it is due and delegates easily when necessary.

## Executing

### Quality | Result Driven

Julio pays attention to details and enjoys delivering work that is of a high standard.

Julio tends to be systematic, methodical and organised and delivers within deadlines. Julio is reliable and disciplined and driven to achieve their goals.

## Progressing

### Leadership | Resilience | Adaptability

Julio enjoys taking the lead in groups and considers other's opinions when taking decisions.

Julio enjoys being in charge and is lively and talkative in groups. Julio is comfortable sharing their ideas and tends to be assertive and dominant.

Julio is focused and drives their team towards desired outcomes irrespective of obstacles.

Julio recovers quickly from setbacks and does not let negativity pull them down.

Julio views failures as learning opportunities and an intrinsic part of the route to success.

Julio is comfortable with working in rapidly changing environments.

Julio enjoys discovering new cultures and approaches and the learning opportunities these bring.

## Role Fit

- Roles involving leading teams.
- Roles that allow you to create, conceptualise and innovate to deliver results
- Roles dealing with implementing new practices, conflict management.

## Organization Fit

- Organisations that value developing their leadership talent and provide growth opportunities for their leaders.
- Organisations that promote innovation and risk taking.
- Organisations that are characterized by high levels of uncertainty, change, and diversity. This can include startups, businesses going through turnarounds or accelerated growth.