

Billy Fadhila

Brooklyn, New York | billybil30@gmail.com | +19295137488 | [LinkedIn](#) | [Website](#)

EDUCATION

New York University, Tisch

New York, NY | **Master of Professional Studies, Interactive Telecommunications (ITP)**

Exp. May 2026

- Award: Indonesia Endowment Fund (LPDP) Awardee - Selected for a merit-based, fully-funded government scholarship awarded to the top 1% of national talent for future leadership potential.
- Relevant Coursework (Stern School of Business & ITP): Endless Frontier Labs (Venture Strategy), Innovation & Design, Business Law, Strategic Foresight, Agentic AI & Biometric Data (Thesis).
- Thesis: Developing Agentic AI workflows and biometric data loops to optimize user-agent interaction models.

Universitas Padjadjaran, Faculty of Communication Science

Bandung, Indonesia | **Bachelor of Communication Science, Journalism**

Graduated 2017

- GPA: 3.28/4.00

EXPERIENCE

RELAYTO AI | New York, NY

Sep 2025 – Present

Strategic Growth Fellow (via Endless Frontier Labs)

- Partnered with commercial teams to build custom demos and visual narratives used to secure key accounts (e.g., ADNOC), directly accelerating deal velocity by 20%.
- Translated technical roadmap updates into client-facing value propositions, ensuring the sales team could effectively articulate the product's business value to enterprise prospects.
- Assessed product-market fit and investment readiness for cross-border expansion using NYU Endless Frontier Labs frameworks, providing executive decision-making support for 2+ new market entries.

FUTURE TODAY STRATEGY GROUP | New York, NY

Strategic Foresight Consultant

Sep 2025 – Dec 2025

- Developed a 20-year strategic roadmap for Robertet Group by identifying critical supply chain and tech risks through 2045, influencing long-term corporate resilience planning for C-Suite stakeholders.
- Advised leadership on transitioning to synthetic biology (lab-grown ingredients) to mitigate climate risks in traditional farming, presenting findings that shaped the company's sustainability pivot.
- Conceptualized a "Sensory Health" revenue vertical combining olfactory tech with GLP-1 wellness trends, projecting a potential 15% increase in new market share opportunities.

ERASPACE (ERAJAYA GROUP) | Indonesia

UX Writer Lead

Jan 2022 – Jul 2024

- Authored the internal UX Writing Playbook and trained cross-functional teams on product voice standards, reducing design-to-development friction by 40%.
- Built and standardized the UX Writing Design System to ensure brand consistency across all digital subsidiaries, reducing design-to-development handoff time by 25%.
- Led a major content revamp of the e-commerce platform by collaborating with Product & Research teams to reduce friction, boosting conversion rates by 15% across core user flows.

TOKOPEDIA | Indonesia

Copywriter & Campaign Strategist

Apr 2019 – Jan 2022

- Developed the core messaging strategy and talk tracks for flagship launches (WIB), equipping marketing teams with narratives that drove \$1.3B in transaction value.
- Partnered with Product Managers to redesign core user flows utilizing clear messaging to enhance navigability, which decreased customer support tickets related to navigation by 20%.
- Executed digital campaigns including exclusive BTS collaborations, achieving over 100 million views and significantly expanding brand reach across Southeast Asia.

SKILLS & INTERESTS

Skills: Strategy (Venture Building, GTM, PLG, Product-Market Fit) | Product & UX (UX Writing, User Flow, Design Systems, Agile) | Tools (Figma, JIRA, Miro, LLMs)

Interests: Agentic AI, Wearable Tech Biometrics, Health Optimization, Strategic Foresight, Enterprise SaaS.