

Muhammad Tuntas Hizbullah

AI Automation Specialist · Business Process Automation

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About Me

Without a coding or IT background, I build and ship production AI automations. I pair AI-assisted tools (n8n, Claude, and Claude Code) with a decade as a marketing and operations operator and a genuine drive to keep learning AI, turning real business problems into working systems without writing software the traditional way. Since 2024 I have shipped a live 100+ node assessment and learning platform (LMS), an AI hiring co-pilot now used by real recruiters, an internal operations and reporting platform (Boost Engine) that cut report turnaround 50 to 70 percent, a free SEO audit tool (SEOAudit), and the agency's website wired to pull live ad-performance data. My edge is not engineering depth, it is knowing exactly which problems are worth automating, from years owning growth and P&L where I delivered a ROAS of up to 20.95 and +251% sign-ups at 79% lower cost.

AI Automation & Engineering

- Built and shipped a live, 100+ node AI assessment and learning platform for people ops, scoring a 7-dimension assessment with multi-agent Claude and auto-generating a personalized 6-month development curriculum per employee, on n8n, RAG (Pinecone), conversational memory, Next.js, and PostgreSQL, deployed zero-touch from a single shared link.
- Built Volume Hire, a live AI CV-screening and hiring co-pilot, that ranks CV batches against a job description, applies a 4-tier classification, and auto-drafts personalized rejection emails, cutting first-pass screening from hours to minutes (n8n, Claude, Vercel), now used by real recruiters.
- Built SEOAudit, a free SEO audit tool, that generates a 13-sheet Excel report from a single URL on a multi-agent pipeline with RAG and open-source embeddings.
- Built Boost Engine, an internal AI operations and BI platform with role-based dashboards and automated KPI tracking that aggregates Meta, Google, and SEMrush data and replaced ClickUp, Looker Studio, and manual coordination, cutting operations workload by about 60%.
- Built the agency's bilingual website with a Vercel serverless integration that pulls live ad-performance data directly into the page.
- Engineered Python data pipelines (ETL) that pull Meta and Google Ads data daily across 7 client accounts and automate reporting through the Claude API, cutting report turnaround 50 to 70 percent.
- Architected, built, and reviewed production platforms using multi-agent orchestration, with specialized agents handling architecture, development, and review in parallel.

Professional Experience

Banana Digital Boost

May 2024 - Present

Digital Marketing Lead. Digital agency for SMB and B2B clients; own marketing and business development while building the internal AI automation that scales delivery.

- Grew agency revenue 40% year over year, improved cost efficiency 30%, and expanded the client base 50% by reshaping strategy, service mix, and delivery model.
- Scaled member sign-ups +251% at 79% lower cost per acquisition (Rp 2,733 vs Rp 13,213 target) for a national market-research platform through a Meta Advantage+ rebuild.
- Ran Meta CPAS to a ROAS of up to 20.95 for a herbal-supplement store, driving e-commerce growth across paid and marketplace channels.
- Generated 506 cross-border WhatsApp leads at 15.7% lower CPL across 5 international markets for a fintech lender, reaching a best-market CPL of Rp 6,558.
- Grew a herbal-supplement store's Shopee revenue +63.9% month over month to Rp 969.7M and cut cancellation rate from 12.1% to 9.0%, with Shopee Ads driving about 53% of revenue.
- Lifted organic sessions +52% and impressions +58% for a B2B software distributor, improving average Google ranking from position 12.57 to 9.30 through a full technical and on-page SEO overhaul of 80+ pages.
- Recovered 38,000+ lost monthly impressions for the agency's own site through a 69-URL redirect migration, and took a newly launched travel-rental site to a 97.5/100 technical health score with an 84-keyword plan.
- Grew a fintech brand's organic Instagram +115.6% reach and +81.8% views month over month, and an F&B brand to 116K monthly reach at a 3.87% link click-through (vs a 0.5 to 1% benchmark).
- Manage the agency's Google Ads (5 campaigns, about Rp 12M monthly budget) against a sub-Rp 75K target CPA.
- Built internal automation that lets each account handler cover 6 to 8 clients (up from 3 to 4) across 10+ retainers, and automated client reporting end to end.

Smart Multi Finance

Mar 2022 - Apr 2024

Branch Manager. Full P&L ownership of the Tarakan branch.

- Led Marketing, Collection, and Operations to drive branch profitability against monthly and annual Profit-Before-Tax targets, reporting to Area Manager and Head Office.
- Managed operational budgets and cash-financing sales while keeping credit quality within First-Installment-Default thresholds.
- Built and maintained retail and corporate agent relationships to grow the financing booking pipeline.

Federal International Finance (FIGROUP, Astra)

Jul 2017 - Nov 2020

Assistant Manager. Branch operations leadership across West Java, Riau, and West Sumatra (progressed from Management Development Program).

- Led branch profitability across 7 to 9 branches managing up to IDR 1.2T in total assets, turned around a loss-making branch to profitable, and reduced net losses and delinquency through preventive and corrective actions.

Infomedia Solusi Humanika (Telkomsel)

Apr 2015 - Feb 2017

Call Center Officer.

- Handled 70 to 90 Telkomsel customer calls per day while maintaining at least 95% satisfaction and keeping average handling time under 120 seconds.
- Processed package activations, delivered accurate product information, and resolved escalations by coordinating with related teams.

Education & Training

RevoU

2024

Full-Stack Digital Marketing. Final score: 84/100.

Universitas Islam Bandung

2010 - 2015

Bachelor of Management. GPA: 3.00/4.00.

RevoU - Student Development Coordinator

2026

Mentored 20+ students on CV, portfolio, and LinkedIn; led weekly career workshops.

Technical Skills

AI & Automation: n8n, Python, Claude API / LLM, RAG, Multi-Agent Orchestration, Pinecone, ETL Pipelines, Next.js, PostgreSQL, Vercel, Webhooks / API Integration

Marketing & Paid: Meta, Google, TikTok, Shopee Ads, Meta CPAS; SEO & Technical SEO; CRO; Funnel Strategy

Analytics: GA4, Google Tag Manager, Looker Studio, Google Search Console, Windsor.ai, Excel / Google Sheets

Soft Skills: Leadership, Business Judgment, Problem-Solving, Project Management, Communication

Languages: Bahasa Indonesia (Native); English (Professional Working Proficiency)