

MUHAMAD FARHAN NURJAMIL

AI Chatbot Developer & Digital Marketing Specialist

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PROFESSIONAL SUMMARY

Informatics Engineering graduate from Universitas Ahmad Dahlan with hands-on experience building AI chatbot solutions using Retrieval-Augmented Generation (RAG) integrated with OCR and document understanding, along with 3+ years of experience in data-driven digital marketing. Skilled at combining technical software development capabilities with an analytical approach to deliver solutions with real business impact.

EDUCATION

Universitas Ahmad Dahlan, Yogyakarta

Bachelor of Informatics Engineering | 2022 – 2026 | GPA: 3.51 / 4.00

Status: Graduated (Judicium), Awaiting Formal Graduation Ceremony

Relevant Coursework: Fundamentals of Programming, Data Visualization, Decision Support Systems, Statistics, Dynamic Web Programming, Human-Computer Interaction

PROFESSIONAL EXPERIENCE

Digital Marketing Specialist

tiketcitumang.com — Pangandaran, West Java | June 2023 – June 2024

- Managed and optimized Google Ads campaigns to increase reach and engagement
- Analyzed digital campaign performance metrics to develop data-driven marketing strategies
- Contributed to a significant increase in traffic and visibility for the destination

Full Stack Web Developer & Administrator

tiketcitumang.com — Pangandaran, West Java | June 2023 – June 2024

- Designed, built, and maintained a tourism promotion website for the Citumang Natural Attraction, including layout, content, and user experience
- Ensured the website was user-friendly and visually appealing to support eco-tourism promotion

AI Chatbot Developer (Intern)

Department of Communication and Informatics of Yogyakarta (DISKOMINFO DIY) — Yogyakarta | October 2025 – January 2026

- Designed and implemented a Dual-Ingest Retrieval-Augmented Generation (RAG) pipeline for document-based question answering
- Integrated OCR and Nanonets DocStrange for advanced document understanding
- Processed and chunked documents for embedding and vector search
- Built backend services using Python (FastAPI) to manage ingestion, embeddings, and retrieval

Technologies: Python, RAG, OCR, Nanonets DocStrange, Vector Database, FastAPI

Fullstack Web Developer

SMAN 1 Pomalaa — Yogyakarta | June 2025 – September 2025

- Developed and maintained the school's official website (sman1pomalaa.sch.id), covering both frontend and backend
- Implemented features for school information, announcements, and academic content
- Optimized website performance, loading speed, security, and accessibility

Technologies: HTML, CSS, JavaScript

ORGANIZATIONAL EXPERIENCE

- Informatics Student Association, Entrepreneurship Department (2024) — Person in charge of a university-wide (Java-region) Business Plan Seminar & Competition; developed merchandise sales strategy

- Committee Member, FTI Champion 2023 — Regional level (DIY & Central Java)
- Board Member, Student Election Commission (KPUM), Informatics Department
- Committee Member, Mu'arif Informatics 2024
- Committee Member, "Menarik" Season 3

ACHIEVEMENTS

- 1st Place, UI/UX Design, Informatics Weeks, Universitas Ahmad Dahlan (2024)

SKILLS

Technical: Python, RAG (Retrieval-Augmented Generation), OCR, FastAPI, Vector Database, HTML, CSS, JavaScript, PHP, MySQL, Bootstrap

Digital Marketing & Analytical: Google Ads, Campaign Optimization, Data Analysis, Decision Support Systems, Copywriting

Software: Microsoft Office (Word, Excel, PowerPoint)

Soft Skills: Problem Solving, Analytical Thinking, Time Management, Adaptability, Communication, Leadership, Teamwork

SEMINARS & TRAINING

- AWS x Dicoding LIVE — Building More Productive Software with GitOps
- Dicoding Developer Coaching #106 — Data Engineering
- Business Plan Seminar NGEC #2, Universitas Ahmad Dahlan (2024)
- WEB3 on Campus x Universitas Ahmad Dahlan (2024)
- Soft Skills & Information Literacy Training Program, Universitas Ahmad Dahlan (2023–2025)