

# DEVIT RAHMAN

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## Summary

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Enterprise Sales Development professional with experience supporting early-stage SaaS GTM and structured B2B sales teams. Contributed to securing 10 small-enterprise customers and SGD 50k ARR in a bootstrapped startup, with track record of 8-12 SQLs per quarter. Skilled in outbound prospecting, account-based targeting, and pipeline management using Salesforce, HubSpot, Zoho, SalesQL, Lusha, Apollo.io, and LinkedIn Sales Navigator.

## Experience

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### Ohceans

January 2023 – January 2026

*Enterprise Sales Development*

*Remote, Singapore*

- Supported the initial go-to-market motion for a bootstrapped SaaS product, helping secure 10 enterprise customers and contributing approximately SGD 50k in annual recurring revenue (ARR) during the company's first year of commercial sales.
- Generated and qualified an average of 8-12 sales-qualified leads per quarter through outbound prospecting, account-based targeting, and multi-channel outreach (email, LinkedIn, cold calls).
- Partnered with founders and product stakeholders to identify buying committees, qualify opportunities, and align sales messaging with customer pain points and product roadmap.
- Collaborated with marketing and product teams to improve outbound messaging and qualification criteria, contributing to improved meeting-to-opportunity conversion across enterprise prospects.

### RevComm

April 2021 – December 2022

*Sales Development Representative*

*Remote, Japan*

- Led day-to-day execution and coaching for a 3-person SDR team, overseeing outbound prospecting, qualification standards, and pipeline hygiene to support Sales Manager.
- Consistently generated and qualified 20-30 sales-qualified leads per month across inbound and outbound channels, supporting new opportunity creation for mid-market and enterprise accounts.
- Partnered with marketing to execute a B2B campaign and customer event that produced 100+ marketing-qualified leads (MQLs); implemented lead-scoring logic to improve MQL-to-SQL conversion by 40%.
- Built and optimized outbound workflows using Salesforce and Apollo.io, increasing follow-up speed and improving SDR activity efficiency by approximately 35%.

### Ultimate Solutions

January 2019 – March 2021

*Business Development, Growth & Partnerships*

*Remote, Egypt*

- Exceeded quarterly revenue targets to secure over IDR 1.5B by executing a strategic plan focused on forging key industry partnerships and expanding market presence through targeted campaigns.

### BFI Finance

November 2017 – December 2018

*Corporate Marketing Associate*

*Onsite, Indonesia*

- Exceeded sales targets by 25% by closing over 20 corporate financing deals, delivering nearly IDR 3B in revenue.

### Gramedia

October 2016 – October 2017

*Store Supervisor*

*Onsite, Indonesia*

- Drove a 30% sales increase and cut inventory placement time by 40% by redesigning the children's book section and implementing a First-In-First-Out stock rotation system, which streamlined restocking procedures.

## Education

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### Diponegoro University

August 2012 – September 2016

*Bachelor Degree: Library and Information Science (GPA: 3,29)*

*Indonesia*

## Skills

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**Sales & Lead Generation:** Account-Based Marketing, Lead Qualification (Inbound & Outbound), Multi-Channel Outreach.

**Strategy & Leadership:** Market Expansion, Mentorship, Strategic Partnerships, Cross-Functional Collaboration.

**Technology Stack:** Salesforce, HubSpot, Zoho, LinkedIn SalesNav, Apollo.io, Lusha, SalesQL, Canva, Google Workspace.