

DEVIT RAHMAN

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Summary

Enterprise Sales Development professional specializing in outbound pipeline generation and SaaS B2B sales, currently driving 3–4 targeted campaigns per month at OnlinePajak and generating 30–40 SQLs per quarter across multiple ICP segments. Proven track record in early-stage GTM, contributing to 10+ customers and SGD 50K ARR, with expertise in account-based prospecting, multi-channel outreach, and pipeline management.

Experience

OnlinePajak

January 2025 – Now

Enterprise Sales Development

Hybrid, Indonesia

- Lead outbound sales strategy as core focus, launching 3–4 targeted campaigns per month across multiple ICP segments and industries, consistently generating pipeline for OnlinePajak solutions.
- Manage end-to-end sales pipeline, generating 30 SQLs per quarter through structured discovery, qualification frameworks, and multi-touch outreach.
- Own and optimize sales assets and workflows (call scripts, objection handling, CRM tracking, proposals), improving conversion rates and maintaining high-quality pipeline hygiene across opportunities.
- Analyze sales performance and pipeline data across daily to quarterly cadence, identifying trends and refining ICP targeting and outreach strategies to improve SQL quality and campaign effectiveness.

Ohceans

January 2023 – December 2024

Senior Sales Development Representative

Remote, Singapore

- Supported the initial go-to-market motion and 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 quarters through outbound prospecting, account based targeting, and multi-channel outreach (Email, LinkedIn, Cold Call, Messaging).
- Partnered with founders and product stakeholders to identify buying committees, qualify opportunities, and align sales messaging with customer pain points and product roadmap.

RevComm

April 2021 – December 2022

Sales Development Representative

Remote, Japan

- 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%.

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

Diponegoro University

August 2012 – September 2016

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

Indonesia

Skills

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, Clay, Apollo.io, Lusha, SalesQL, Canva, Google Workspace.