

Petrus Anthony Chaim

Head of Technical Operations

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SUMMARY

Head of Technical Operations who blends hands on full stack engineering with cross functional project leadership. At Cekat.AI I have architected internal platforms, built automation pipelines, and led product build outs that compressed sales cycles and scaled conversion across local and international markets. Backed by 10+ years of project and product management in engineering driven industries and a Hactiv8 full stack JavaScript foundation, I turn business problems into reliable, measurable digital systems that move the metrics that matter.

WORK EXPERIENCE

PT. Teknologi Cekat Indonesia (Cekat.AI), Jakarta, Indonesia | Fulltime, On-site

Head of Technical Operations | Jan 2026 to Present

Operations & Platform Development

- Built an internal operations dashboard for real time inbound pipeline monitoring.
- Architected a unified sales platform, compressing the full cycle from pitch to signed invoice to under 30 minutes.
- Led the build out of a WABA onboarding platform with seamless internal integration, automating client provisioning and removing manual handoffs.

Marketing & Revenue Operations

- Partnered with Product Marketing to deliver an end to end sales cycle integration through Hyros, unifying Meta, Google, and TikTok advertising data to capture and attribute inbound leads through to SQL.
- Built an automated system connecting inbound lead capture, the internal sales cycle, and Conversions API (CAPI) events at the SQL stage, closing the attribution loop and keeping ad platforms optimised on qualified pipeline.

Automation & Process Engineering

- Engineered a lead routing automation pipeline that filters 45% of unqualified leads into a self-serve funnel.
- Built a real time lead qualification engine integrated with Clara, routing verified company leads to sales within 30 minutes of first contact.
- Designed an automated Slack performance-analytics integration that tracks end-to-end ad metrics and removes manual reporting.

Strategy & International Operations

- Directed technical operations for international markets, including Cekat.AI Malaysia and Cekat.AI Global (United States, Europe, Asia Pacific, and Dubai).
- Partnered with Sales Enablement to sharpen the company's unique value proposition, aligning product strengths with market positioning.

Project Manager | Nov 2025 to Dec 2025

- Delivered 11 automation projects successfully across multiple clients.
- Implemented BC automation for a leading enterprise slimming center in Indonesia (Superbrands 2024), increasing MQL to SQL conversion from 18% to 61% (a 43 percentage point gain) and scaling SQL customers from 173 to 2,383 per month.
- Defined project scope, timelines, and resource planning, then coordinated project teams and task allocation to keep delivery on schedule.

PT. Indohanseatik Agen dan Konsultan, Jakarta, Indonesia

Engineering and Product Development Manager | June 2021 to January 2025

- Led cross functional teams in product development.
- Managed technical specifications, prototyping, and manufacturing coordination.

PT. Inkon Multikarya, Jakarta, Indonesia

HVAC Project Manager | January 2019 to May 2021

- Maintained strong relationships with clients and project team members.
- Managed the Project Management Board, covering budgeting, timeline, BQ, and MTO.

PT. Puncak Masa Keemasan Group, Jakarta, Indonesia

Project Manager | January 2018 to July 2019

- Led a Science Carnival with over 5,000 participants in Tangerang.
- Led a phase project presentation to the Board of Directors.

PT. Salam Pacific Indonesia Lines, Jakarta, Indonesia

Senior Sales Marketing | April 2016 to December 2017

- Analyzed competitor vessel schedules and pricing.
- Increased container sales by 30% across the Sulawesi and Kalimantan region.

PT. Kawan Lama Sejahtera, Jakarta, Indonesia

Project Manager | June 2015 to March 2016

- Maintained customer relationships in the F&B and automotive business.
- Achieved a one-year sales target worth 3 Billion Rupiah.

PT. Aisin Indonesia (Astra Autoparts Group), Jakarta, Indonesia

R&D Supervisor | October 2013 to May 2015

- Improved profit by reviewing engineering design.
- Led internal project meetings with engineering, PPIC, and QC departments.
- Led complex new car projects with four major customers.

EDUCATION

Hacktiv8, Jakarta, Indonesia

Full Stack JavaScript Immersive Program | April 2025 to August 2025

Universitas Atma Jaya, Jakarta, Indonesia

Bachelor of Mechanical Engineering, GPA 3.36/4.00 | 2009 to 2013

SKILLS

Languages: TypeScript, JavaScript

Front End: Next.js, React, React Native, HTML & CSS, Apollo Client, Redux

Back End: Node.js, Express, Sequelize, PostgreSQL, GraphQL, Apollo Server, MongoDB, Redis, REST API

AI & Generative AI: LLM integration (OpenAI, Anthropic Claude), prompt engineering, RAG (retrieval-augmented generation), context engineering, AI evaluation

Agentic AI: AI agents & multistep workflows, LangChain, LangGraph, MCP (Model Context Protocol)

AI-Assisted Engineering: Claude Code, Codex, OpenCode, Harness Hermes Agent

Automation & Integrations: n8n, Hyros, Meta / Google / TikTok Ads, Conversions API (CAPI)

Certifications (HackerRank): Software Engineer Intern, JavaScript (Basic), React (Basic), CSS (Basic), SQL (Basic), Problem Solving (Basic)

PROJECTS

Growth Analytics Dashboard — Ad Spend to Booking Conversion

Shipped a real time growth dashboard unifying web analytics, multi-platform ad spend, and the booking funnel surfacing cost per visitor and cost per booking to drive channel budget decisions.

Defined the activation funnel (visitor → booking → qualified → executed) as shared north-star metrics for marketing and sales.

Real-Time Inbound Operations Console — Conversation & Lead Triage

Built a live inbound console tracking 130+ daily conversations across channels, segmenting first message vs returning and company vs regular leads, each tied to booking outcomes.

Gave agents a filterable pipeline (handler, stage, labels) that tightened SLA visibility and qualification consistency.

AI Docs Assistant — "Ask Clara" (RAG)

Designed and built the docs platform end to end. UI, IA, and an embedded AI assistant that answers user questions in-context across all 6 product modules. Turned static docs into a self-serve support layer that deflects repetitive queries.

SDR & Telesales Performance Tracker — Routing + Productivity

Built a per agent performance tracker measuring output and company vs regular conversation mix in real time, exposing coaching opportunities.

Tied performance data to routing so qualified company leads reached the right owner within minutes.

Event & Partnership Lead Capture Platform — BD Routing

Created a lead capture platform ingesting submissions across campaign sources (TikTok, BytePlus, MSGS, etc.) and auto-assigning each to the owning BD rep eliminating manual post event list handoffs.

Customer 360 & Attribution Journey View

Designed a unified lead profile consolidating identity, multi-touch attribution, transaction history, and a 15 event visitor journey into one searchable view.

Equipped sales with full account context (related domain contacts, lifetime value, first source) before first contact turning scattered data into account intelligence.

Solution Scoping & SA to PM Handoff Tool — TOR Builder

Built a Terms of Reference product that captures solution scope (use case, success metrics, AI Agent + Automation modules, connected channels) and formalizes Solution Architect → Project Manager handoff with PM effort/mandays estimates.

Standardized delivery scoping across AI Agent, CRM, Automation, and multi-channel (WhatsApp, IG, TikTok, LiveChat) builds, cutting scope ambiguity before development.

Pitch to Signed Sales Platform — Quotation & E-Sign Automation

Architected a unified sales platform that auto-generates quotations/pitch decks and routes them through automated CEO and customer e-sign approval compressing the full pitch to signed invoice cycle to under 30 minutes.

Centralized 70+ quotations (~Rp 9.8B pipeline) with live accepted/pending tracking, giving leadership real time revenue visibility.

WABA Onboarding & Provisioning Tracker — Client Activation Pipeline

Owned a WhatsApp Business API onboarding tracker managing 47+ provisioning requests with status, aging, and category making activation bottlenecks visible.

Automated provisioning handoffs, removing manual ops steps and shortening time to activation.

AI Automation Delivery — Product/Project Lead, 11 Clients

Owned end to end delivery of 11 B2B AI-automation projects from discovery and scoping through launch, adoption, and iteration.

For a Superbrands 2024 enterprise slimming center, shipped an AI lead-qualification + follow-up funnel that lifted MQL→SQL conversion from 18% to 61% (+43 pts) and scaled qualified customers from 173 to 2,383/month (~13×).

Donasiin (Donation Web App) | Hacktiv8 | July 2025

A full-stack donation platform connecting donors with people in need, designed to be fast, reliable, and interactive. Built with Next.js and TypeScript for a seamless web experience, with a React Native mobile app for accessibility on the go. Uses Tailwind CSS and React Animated for a responsive UI, MongoDB for flexible and scalable data storage, Pusher for real-time updates, and Cloudinary for optimized media delivery.

Tech stack: Next.js, TypeScript, Tailwind CSS, MongoDB, Cloudinary, Zod, NextAuth, OpenAI API, Tesseract.js, Pusher.