FAKHRUL ROSYID

IT LEAD & ENTERPRISE SYSTEMS SPECIALIST | .NET 8 • ODOO ERP • HIGH-SPEED BACKEND

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Location: Karawaci, Tangerang City, Indonesia
Portfolio: https://fakhrulr.my.id

PROFESSIONAL SUMMARY

I am an Information Technology professional with a long-standing track record in enterprise systems architecture, application engineering, and IT infrastructure, coupled with commercial leadership in Digital Marketing & E-Commerce. I possess extensive experience ranging from 6 years overseeing the operational reliability and national settlement simulations of central banking switches at **Bank Indonesia** (modernization of BI-RTGS to RTSX Gen 2, ETP to ETX, and BI-SSSS to SSSX), spearheading single-DB multi-company ERP transformations with **Odoo Enterprise** at **PT Toba Wangi Indonesia** across 4 brands: Treetea (Artisan Tea), Teh Telepon (Original Tea), Yuyu Addict (Shapewear), and Simmer (Cosmetics), architecting **SAP S/4HANA Enterprise Integrations (OData REST & Clean Core)**, engineering real-time operational telemetry with **.NET 8 & SignalR WebSockets**, developing unified mobile field applications (GPS/NFC/Dynamic QR TOTP Attendance & Sales Visit Route Tracker), to commanding multi-shop Shopee Ads operations and automated WhatsApp telemetry bots (WAHA).

TECHNICAL EXPERTISE & CORE COMPETENCIES

ERP & Databases	Odoo ERP (Enterprise & Community, Custom Addons, OWL), SAP S/4HANA OData Gateway Sandbox (OASIS v2), PostgreSQL, MySQL, SQL Server, Relational Schema Design.
Programming & Backend	C# / .NET 8 (ASP.NET Core, SignalR WebSockets), Python (FastAPI, XML-RPC), Golang (RFC 6238 TOTP), TypeScript / JavaScript (React, Next.js), PHP, C++, SQL.
Mobile & Attendance Security	Capacitor.js, React Native/React, Haversine Geofencing, NFC Badge Scan, Canvas Watermarking, Dynamic QR TOTP (RFC 6238).
Automation & DevOps	WAHA (WhatsApp HTTP API), n8n, Linux Ubuntu Server (22.04), Systemd Service, Nginx SSL Reverse Proxy, Docker (Alpine), Kestrel, Wake-on-LAN (WOL).
Digital Marketing & Ads	Shopee Ads, Google Ads, TikTok Ads, Meta Ads, SEO/SEM, Shopee Open API v2, GA4 Database Caching, Shopee Live PC Broadcast.
Design & Productivity	Adobe Photoshop, Illustrator, Premiere Pro, After Effects, Corel Draw, Canva, Microsoft Office, Google Workspace.

PROFESSIONAL WORK EXPERIENCE

PT TOBA WANGI INDONESIA
Jul 2025 - Present | West Jakarta

Lead Solutions Architect & Systems Engineer

• **Multi-Company Odoo Enterprise:** Commanded single-DB Odoo ERP architecture for Holding PT Toba Wangi Indonesia and 4 core brands: Treetea (Artisan Tea), Teh Telepon (Original Tea), Yuyu Addict (Corset & Shapewear), and Simmer (Cosmetics & Eyelashes) with isolated CoA, Gram/Pcs UoM standardization, and 20+ custom enterprise addons.

• **Mobile Attendance & Sales Visit Route Tracker:** Engineered cross-platform TWI Workspace application (Capacitor + React) featuring GPS & WIB timestamp watermarked selfies, NFC badge tapping, 30-second Dynamic QR TOTP scans, 400m Haversine anti-fake GPS geofencing, and sales route tracking.

• **4-Brand Shopee Ads & Escrow Prorata Engine:** Commanded sales planning and dynamic monthly advertising budget allocations across multiple shops via custom ERP module *treetea_ads*, and integrated Shopee Open API v2 (Escrow Detail) to compute accurate net margins per SKU.

• **Real-Time Telemetry & Bot Automation (.NET 8 & WAHA):** Engineered production real-time operational telemetry powered by .NET 8 (C#) and SignalR WebSockets (ops.fakhrulr.my.id) for cross-channel marketplace aggregation & factory batch tracking (<5ms latency, 21 MiB RAM), and 24/7 WhatsApp bots for ad balance watchdog alerts.

CV. STARLINE SEJAHTERA INDONESIA
Feb 2024 - Apr 2025 | Tangerang

Digital Marketing - IT Specialist

• Analyzed 2-year historical sales trajectory data and produced actionable competitor landscape benchmarks.
• Configured and optimized high-definition PC-based Shopee Live broadcast streaming infrastructure.
• Managed and optimized performance-driven paid advertising campaigns across Google Ads, Shopee Ads, and TikTok Ads.
• Architected and deployed 5 corporate e-commerce websites expanding market penetration across all primary business accounts.
• Developed and launched cross-platform mobile applications (Android & iOS) for primary product lines.
• Managed live host broadcasting schedules, creative content production workflows, and dedicated studio network bandwidth allocation.

LB PRINTING
Dec 2021 - Dec 2023 | Tangerang

E-Commerce Manager

• Conducted deep transaction data analytics: regional customer demographic heatmaps, purchasing frequency velocity, and peak order hour identification.
• Executed comprehensive competitor research across supply chain capabilities, product catalog diversification, pricing policies, and social media presence.

- Maximized Return on Investment (ROI) and Return on Ad Spend (ROAS) across all digital marketing campaigns.
- Implemented structured A/B testing methodologies on ad creatives and bidding strategies to lower Customer Acquisition Cost (CAC).
- Drafted comprehensive SWOT analyses to establish distinct product value propositions and market differentiation.
- Orchestrated marketplace storefront visual overhauls, promotional bundling architectures, tiered discounts, and high-converting visual asset curation.

PT. PRAWEDA CIPTAKARSA INFORMATIKA (On-site Bank Indonesia)
Nov 2015 - Dec 2021 | Jakarta

IT System Analyst & Specialist Trainer

- **Modernization of Core Payment Trinity:** Engineered modern payment systems for Bank Indonesia during the nationwide modernization of BI-RTGS (Gen 1) to RTSX (Gen 2), money market platform ETP to ETX, and scripless securities settlement BI-SSSS to SSSX.
- **National Clearing & Settlement Simulations:** Coordinated daily transaction simulations and weekend (Saturday & Sunday) clearing settlements alongside commercial and regional development banks across Indonesia.
- **Official Bank Indonesia Instructor / Trainer:** Served as official instructor delivering technical training on new systems (RTSX, ETX, SSSX) to IT and Operations divisions (staff to managerial levels) across Bank Indonesia headquarters and representative offices nationwide.
- **National Switch On / Switch Off Operational Authority:** Held operational authority for switching on and switching off the national banking transaction system daily during cutover transition phases.
- **Audit & Disaster Recovery (DRC):** Enforced central banking regulatory compliance, zero-variance interbank settlement integrity, and validated nationwide Disaster Recovery Center (DRC) failover procedures.

PT. PRIMA CIPTA SENTOSA
Jun 2011 - Aug 2015 | Jakarta

IT Support & ERP Specialist

- Engineered daily operational automation for all PC and POS terminals across karaoke suites, cafes, clubs, and spas via centralized Wake-on-LAN (WOL) protocol.
- Maintained relational database integrity serving multi-unit hospitality enterprises: Hotel, Restaurant, Karaoke, Cafe, Club, Ballroom, and Spa facilities.
- Supervised, tested system functionalities, and evaluated corporate internal Odoo ERP implementations.
- Conducted technical verification and software quality validation prior to formal handover to Project Managers.
- Drafted IT Standard Operating Procedures (SOP) and spearheaded operational duty rosters for IT support personnel.

KOMPLITO
Mar 2010 - Apr 2011 | Jakarta

IT Support & Web Developer

- Developed responsive, mobile-adaptive e-commerce storefront web interfaces and backend business logic.
- Maintained relational database schemas and digital product catalog administration.
- Integrated dynamic courier logistics shipping cost calculation modules and automated interbank transfer payment validations.

FORMAL EDUCATION

Universitas Mercu Buana
2008 - Incomplete

Field of Study: Information Systems (Faculty of Computer Science)

SMA Plus Babussalam
Graduated 2007

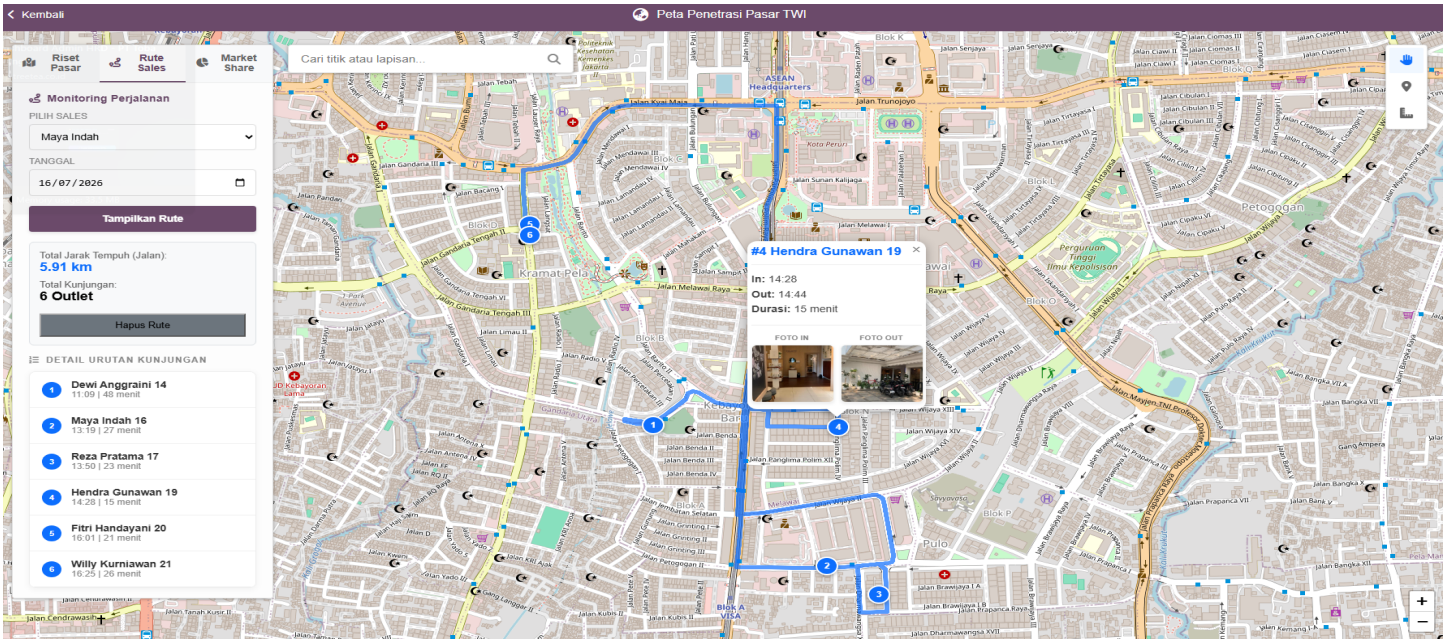
Major: Natural Sciences (IPA)

[SYSTEM IMPLEMENTATION VISUAL EVIDENCE // ARCHIVE 01]

PORTFOLIO APPENDIX: ENTERPRISE ERP & SUPPLY CHAIN

Authentic implementation screenshots of the multi-company Odoo 18 Enterprise ERP ecosystem at PT Toba Wangi Indonesia.

1. Field Sales Route Map & Geotagging (Leaflet Geospatial Engine)



ERP Module: twi_tracker • **Specs:** Real-time geospatial route visualization of field sales reps with breadcrumb polylines, competitor audit logging, and 400m Haversine radius anti-fake GPS geofencing.

2. Multi-Store Shopee Marketplace Integration to Odoo ERP (Order-to-Cash)

Sales Orders To Invoice Products Reporting Configuration Cek Ongkir Treetea

New Upload Quotations My Quotations Search... 1-80 / 2324

Number	Creation Date	Customer	Salesperson	Activities	Company	Total	Shopee Status	Metode Bayar Shopee	Status
SO/TRT/2026/03413	10/05/2026 13:55:26	williamboe	Administrator		Treetea	Rp 70,500.00	PROCESSED	Online Payment	Sales Order
SO/TRT/2026/03398	10/05/2026 09:55:50	darrelnaufanfadilah	Administrator		Treetea	Rp 70,500.00	PROCESSED	Cash on Delivery	Sales Order
SO/TRT/2026/03399	10/05/2026 09:55:51	layanganbenangalamanda	Administrator		Treetea	Rp 150,000.00	TO_CONFIRM_RECEIVE	QRIS	Sales Order
SO/TRT/2026/03393	10/05/2026 07:55:54	fiolitarosada	Administrator		Treetea	Rp 150,000.00	PROCESSED	SPayLater	Sales Order
SO/TRT/2026/03392	10/05/2026 06:55:30	hendew_59	Administrator		Treetea	Rp 150,000.00	TO_CONFIRM_RECEIVE	Online Payment	Sales Order
SO/TRT/2026/03391	10/04/2026 23:55:35	meruruppukitty	Administrator		Treetea	Rp 81,500.00	PROCESSED	ShopeePay Balance	Sales Order
SO/TRT/2026/03390	10/04/2026 22:55:34	iishidayahratnasari	Administrator		Treetea	Rp 67,500.00	PROCESSED	SeaBank Bayar Instan	Sales Order
SO/TRT/2026/03388	10/04/2026 17:55:37	faisolff	Administrator		Treetea	Rp 67,500.00	PROCESSED	Cash on Delivery	Sales Order
SO/TRT/2026/03389	10/04/2026 17:55:38	faisolff	Administrator		Treetea	Rp 67,500.00	PROCESSED	Cash on Delivery	Sales Order
SO/TRT/2026/03387	10/04/2026 16:55:42	larashh	Administrator		Treetea	Rp 33,750.00	TO_CONFIRM_RECEIVE	ShopeePay Balance	Sales Order
SO/TRT/2026/03385	10/04/2026 12:55:18	widdy.wicak	Administrator		Treetea	Rp 26,550.00	PROCESSED	Cash on Delivery	Sales Order
SO/TRT/2026/03382	10/04/2026 09:55:30	nurfadly.ardi	Administrator		Treetea	Rp 44,620.00	PROCESSED	ShopeePay Balance	Sales Order
SO/TRT/2026/03383	10/04/2026 09:55:31	bayuierl	Administrator		Treetea	Rp 90,000.00	TO_CONFIRM_RECEIVE	Online Payment	Sales Order
SO/TRT/2026/03384	10/04/2026 09:55:31	santip07	Administrator		Treetea	Rp 47,500.00	TO_CONFIRM_RECEIVE	Online Payment	Sales Order
SO/TRT/2026/03386	10/04/2026 15:55:24	vinamarisa	Administrator		Treetea	Rp 95,000.00	PROCESSED	Online Payment	Sales Order
SO/TRT/2026/03381	10/04/2026 00:55:54	rosesnotred	Administrator		Treetea	Rp 50,000.00	TO_CONFIRM_RECEIVE	ShopeePay Balance	Sales Order
SO/TRT/2026/03379	10/03/2026 18:56:09	fn5kamkvrg	Administrator		Treetea	Rp 85,500.00	SHIPPED	ShopeePay Balance	Sales Order
SO/TRT/2026/03378	10/03/2026 16:55:21	tokokyky	Administrator		Treetea	Rp 67,500.00	TO_CONFIRM_RECEIVE	QRIS	Sales Order

ERP Module: sale_shopee • **Specs:** Automated omnichannel multi-store order synchronization to Odoo Sales Orders, logistics webhook ingestion, and escrow reconciliation for Shopee Ads commission fees.

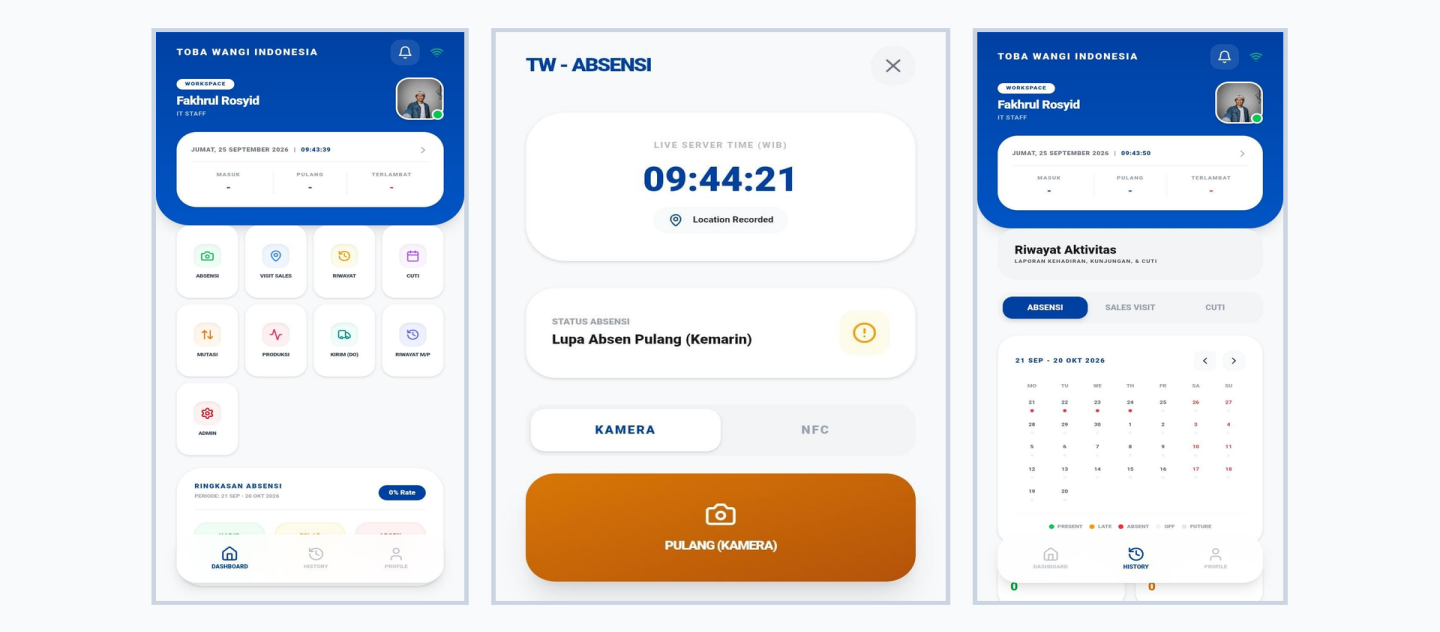
For interactive simulators and in-depth technical case studies (.NET 8 Telemetry, SAP OData, Odoo 18), explore: **https://fakhrulr.my.id**

[SYSTEM IMPLEMENTATION VISUAL EVIDENCE // ARCHIVE 02]

PORTFOLIO APPENDIX: MOBILE APPS & AUTOBOTS ENGINE

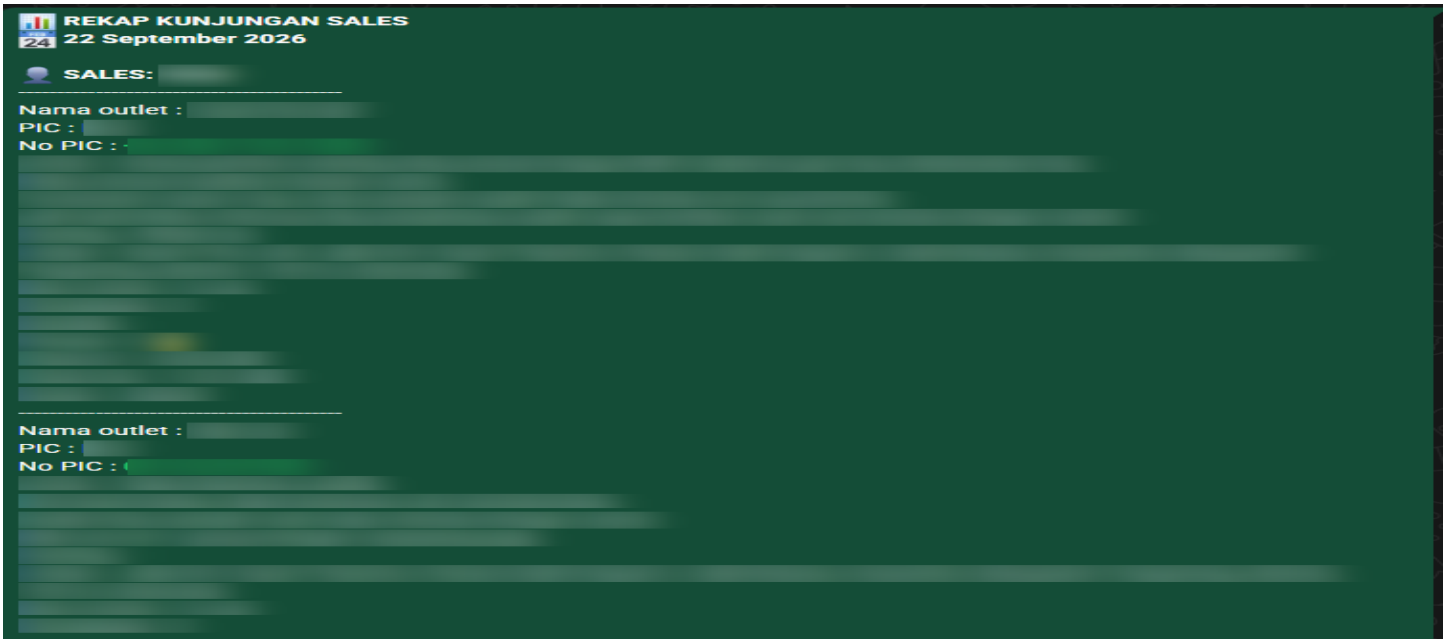
Interface documentation of TWI Workspace mobile client and intelligent reporting automation bots running on WAHA Gateway.

3. TWI Workspace Mobile App: Unified Operational Hub (Android APK)



Mobile Client: Capacitor.js • React • Tailwind CSS • **Specs:** Unified operational hub (9 modules): dual-modality attendance (GPS-watermarked selfie & NFC card tap), sales visit tracker, warehouse stock moves, and leave requests connected live via Odoo JSON-RPC.

4. Field Telemetry Engine & WhatsApp Automated Bot (WAHA Gateway)



Engine Architecture: FastAPI • WAHA Port 3000 • ir.cron #70 • **Specs:** Automated dispatch of field sales visit telemetries, daily attendance summaries, factory recaps, and 24/7 critical low balance alerts across 4 Shopee storefronts.

Experience live interactive sandboxes (.NET 8 Telemetry ops.fakhrulr.my.id, SAP OData, Odoo 18) and blueprints at: **https://fakhrulr.my.id**