Ardansyah Falah

Full-Stack & AI Automation Engineer · Web3 Marketing & Community Growth

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Profile

Marketing specialist turned engineer, with 2+ years at Kommunitas / Komunitech. Started in Web3 marketing and community growth: grew the Galxe community from 6,000 to 1.19M+ followers in 12 months (Top 34 globally), ran 200+ events, coordinated 50+ partner projects and 100+ KOL placements, and placed 36 PR articles through Business Insider, AP News and Yahoo Finance. Then built the systems behind that work: designed and shipped the Komunitech course platform end-to-end, rebuilt the production WordPress blog theme (400+ posts), and operate a twice-daily AI-assisted SEO publishing pipeline, a daily newsletter pipeline and a VPS serving 10+ domains and services. Candidate in the DeveloperDay 2026 Competition with NOMAD Pocket, an offline AI workspace that runs from a USB drive.

6K → 1.19M+
Galxe followers grown in 12 months, Top 34 of 1,000+ spaces

36 articles
placed via Business Insider, AP News, Yahoo Finance, Kompas

End-to-end
course platform designed, coded and shipped to production

2× daily
self-running SEO publishing pipeline, verified on live pages

Experience

Kommunitas / Komunitech — Jambi, Indonesia · Full-time — 2024 – Present

Marketing Specialist (events, community growth, KOL) → SEO & PR Specialist → AI Automation & Full-Stack Engineer

Marketing, community growth and PR (2024 – 2025, continuing)

- Grew Kommunitas' Galxe community from **6,000 to 1,194,523 followers in 12 months** on a minimal budget through quest campaigns, viral mechanics and daily community engagement — a reported **Top 34 ranking out of 1,000+ spaces** on the world's largest Web3 questing platform.
- Planned and delivered **200+ online and offline Web3 events**: promotion, participant management, winner selection and reward distribution; hosted and co-hosted 50+ AMA sessions with IDO partners launching on the platform.
- Managed KOL and influencer promotion for **15+ partner projects and 100+ placements** on X and Telegram — vetting, briefing, negotiation, campaign execution and performance reporting.
- Wrote press releases, partnership announcements and SEO content; **36 articles** distributed through Business Insider, AP News, Yahoo Finance, Kompas and Digital Journal; keyword research and on-page optimisation for the content plan.
- Primary liaison for **50+ partner projects** — onboarding, timeline negotiation, campaign execution and deliverable verification; negotiated vendor contracts and managed merchandise production from design and sourcing to QC and distribution.

Engineering, automation and infrastructure (2025 – present)

- Designed and built the **Komunitech course platform end-to-end** — front-end design and source code, including the admin panel, a curriculum builder (sections, lessons, quizzes), course player, member dashboard and pricing/voucher modules. Vue 3, TypeScript, Vite and Bun, deployed through GitHub Actions to a VPS.
- Rebuilt the Komunitech blog theme as a **standalone WordPress theme (v1.0.4, live in production, 400+ posts)**: 7-section homepage, 3-column article grid with auto-generated table of contents, category pages and 4-column footer; fixed mobile TOC overlap and sticky behaviour, and resolved minified-CSS cache issues.
- Built and operate an **automated SEO publishing system** for the blog: a twice-daily pipeline that turns the last 24 hours of AI news into SOP-compliant, Rank Math-scored articles (target ≥ 80/100), with a Python audit script enforcing structure, keyword placement and internal/external linking before publishing.
- Engineered the **daily newsletter delivery pipeline**: HTML templates with CDN-hosted imagery (Bunny via API) producing send-ready final HTML for each edition.
- Own and operate **production infrastructure on a Contabo VPS** (4 vCPU, 7.8 GB RAM): 10+ domains and services behind nginx with Let's Encrypt SSL, Namecheap DNS and Tailscale networking; deploy discipline through runbooks, CI/CD and rsync-based releases.
- Architected **AI-agent-assisted automation workflows** for publishing, course assembly and CDN uploads — scheduled, self-running and verified on live surfaces.

- Built and maintained Telegram-based automation for Jibble attendance, weekly reporting and Galxe data collection using Python, shell scripts, APIs and scheduled jobs.

Liquidex — Market Surveillance Analyst · Part-time 2025 – 2026

- Monitored trading pairs across decentralised and centralised exchanges — price action, volume, spreads and anomalies — and built a multi-exchange price-tracking bot to flag discrepancies.

Selected projects

Source and demos at github.com/ardanhui and ardanhui.site

NOMAD Pocket v0.4 — offline AI workspace on a USB drive Candidate · DeveloperDay 2026 Competition

Portable desktop app that runs fully offline from a flash drive on ordinary 2015-era laptops (CPU-only, 4–8 GB RAM, Windows and Linux) with near-zero footprint on the host machine. Bundles a llama.cpp engine and Qwen GGUF model; an 8-stage startup self-check; chat, fieldnotes and memory; import of TXT/MD/CSV/DOCX/XLSX with SQLite FTS5 search and cited excerpts; deterministic data tools (filter, sort, group-by, SUM computed by the app, not the model); DOCX/XLSX export; encrypted local store; loopback-only engine; 116+ automated checks with CI. ~4,600 lines across 53 files.

C# · .NET 10 · Avalonia · SQLite FTS5 · llama.cpp · GGUF · GitHub Actions

X KOL Questing Platform

Full-stack quest platform with X OAuth verification, Base-chain reward escrow, admin dashboard and KOL onboarding flow.

Node.js · Express · SQLite · Ethers.js · Twitter API · Railway

On-Chain Verification API

Galxe task-verification backend for Base-chain game events with RPC failover and minimum-bet / multiplier validation served at a CORS-friendly endpoint.

Node.js · Base RPC · Galxe custom tasks

AI-agent assistants on Telegram

Bots for attendance monitoring and auto clock-out, weekly reports, project tracking, SEO research and document drafting, running 24/7 on the VPS.

Python · Shell · Node.js · Cron · Google Classroom API

Komunitech SEO writer toolkit

Reusable instruction set and audit script that let AI agents draft articles to the Komunitech SOP, checking structure, forbidden phrasing, link rules and Rank Math criteria.

Python · Rank Math · WordPress REST

Skills

Marketing & community growth	Galxe quest campaigns, community growth, campaign operations, KOL / influencer management, event management and AMA hosting, press releases and partnership announcements, SEO content strategy, partner onboarding, vendor negotiation, merchandise production
Languages & frameworks	TypeScript / JavaScript, Vue 3, Node.js, Express, Python, C# / .NET 10, Avalonia, PHP (WordPress theme development), HTML / CSS
AI & automation	AI-agent workflow design, LLM pipelines, llama.cpp / Ollama, prompt and SOP engineering, Rank Math SEO, scheduled jobs, Telegram bots, web scraping
Infrastructure	Linux VPS administration, nginx, Let's Encrypt, DNS (Namecheap), Tailscale, GitHub Actions CI/CD, rsync deployments, cron, SQLite, Bunny CDN
Web3 & platforms	Galxe, X, Telegram, Jibble, Google Classroom, Ethers.js, Base RPC, IDO launchpad operations, DEX / CEX market monitoring

Education

Bachelor's Degree (S1), Informatics Engineering

Languages & recognition

Indonesian — native · English — professional working proficiency

Candidate, DeveloperDay 2026 Competition (NOMAD Pocket) · Top 34 global Galxe space (Kommunitas)