EXPLORE LIKE A LOCAL

MOHAMMAD IRVAN ABRORI

Founder of PT Nusa Traveller Indonesia

Curriculum vitae

Summary

Founder of a nature and culture tour company in East Java who handles content, web development, and business development on his own. Experienced in building booking sites and itinerary builders with PDF export, and in producing video content for two channels.

Experience

Founder, PT Nusa Traveller Indonesia
Now
A tour company with the tagline Explore Like A Local, focused on Mount Bromo, Kawah Ijen, and Tumpak Sewu. Runs content production, web development, and business development. Built the website, an itinerary builder with PDF export, and payment integration.

Content creator, @goonersco and @lifeofirvan
Ongoing
@goonersco: an Instagram account about Arsenal FC (about 43K followers) and a documentary-style YouTube channel. @lifeofirvan: a personal travel and lifestyle channel.

Founder, Rumah Pendaki (later Perfect Hiking Company)
2015 onward
Founded a hiking service that became Perfect Hiking Company, including sunrise trips up Mount Agung and its booking site.

Skills

Content: video scripts, storytelling, CapCut, Filmora, Canva, Photoshop.
Web and apps: HTML, CSS, JavaScript, WordPress, Elementor, Cloudflare Workers, Python (ReportLab).
Marketing: Meta Ads Manager, Google Ads, SEO, business development.

Education

Physics, Universitas Jember, 2013 to 2014.

Languages

Indonesian (main language), Mandarin (conversational).

Contact

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