PROFESSIONAL SUMMARY

Sales and marketing professional with 12 years of experience in the areas of business and sales channel development for multi-million-rupiah, global organizations. Passionate, results-driven leader with a deep technical understanding and strong ability to identify, cultivate, and maintain strategic relationships with stakeholders and clients to achieve company-wide goals and objectives.

Dedicated, results-driven IT sales professional offering decades of success in developing and executing technical strategies to assist companies in driving profitability and revenue growth. In-depth experience supporting the sales of networking and enterprise storage solutions with strong knowledge of data center optimization, software and hardware procurement, deployment planning, and configuration.

Talented, sales-driven, recognized expert in the fields of direct sales and partner channel sales management. Equipped with 5+ years of experience in the areas of sales, marketing, business operations and development. Eager to advance my career and obtain a sales director position within a reputable, growth-oriented company.

## EMPLOYMENT HISTORY

## **Aug. 2018 – Jul. 2019 Bali, Bali**

**Field Marketing Manager, Wyndham Destination (Vacation ownership)**

* Identify, develop, or evaluate marketing strategy and programs to generate leads for sales presentation
* Manage and lead marketing teams : Resort host, minivac host and OPC
* Monitor and involved in resort host team in doing concierge service and handling complaints
* Responsible, lead and manage minivac marketing team in telemarketing call & service, pre check in room inspection, arrival and checkout airport transfer
* Leading and responsible for marketing team to achieve target both in customer service and setting appointment
* Formulate, direct and coordinate marketing activities and policies to promote products and services, working with advertising and promotion managers.
* Evaluate the financial aspects of marketing programs development, such as budgets, expenditures, research and development appropriations, or return-on-investment and profit-loss projections.
* Coordinate with resort/hotels managers from all division such as house keeping, front desk, F&B and reservations to ensure day to day operation run smoothly and resolve any complains.
* Negotiate contracts with vendors or business partners to manage marketing programs
* Coordinating with hotels GM, distributed team in Asia & Pacific in program developing and implementation
* Confer with legal staff to resolve problems, such as fee payment, contract agreement with hotels and outside vendors.
* Direct the hiring, training, or performance evaluations of marketing or sales staff and oversee their daily activities.

**Sep. 2017 – Jul. 2018 Bali, Bali**

**Marketing Supervisor, Marriott Vacation Club ( Timeshare ownership)**

* Manage marketing teams : Concierge team, Linkage team, pre arrival team
* Responsible for concierge team in guest service and handling complaints
* Leading linkage team on producing effective leads
* Manage and responsible for pre arrival team in their service and productivity
* Responsible for all marketing productivity on setting up sales presentation appointment and lead generation
* Coordinating with front office manager, house keeping manager and F&B manager to ensure guest satisfaction during their stay.

**Mar. 2013 – Jul. 2015 Mataram, Nusa Tenggara Barat**

**Branch Manager, PT Kurnia Jaya Bersama ( Computer distribution & retail )**

* Supervise and manage all staff in the branch
* Direct hiring, training and managing human resources in the branch
* Managing and responsible for branch business, loss profit and cash flow
* Responsible for sales volume in the distribution and retail channel
* Responsible for stock movement and inventory level in the branch
* Responsible for company market share within region of NTB - NTT
* Responsible on maintaining existing market and relationship with principals, dealers and master dealers
* Supervise the work of logistics specialists, planners, or schedulers.
* Maintain metrics, reports, process documentation, customer service logs, or training or safety records.
* Direct distribution center operation to ensure achievement of cost, productivity, accuracy, or timeliness objectives.
* Negotiate with suppliers or customers to improve supply chain efficiency or sustainability.
* Develop risk management programs to ensure continuity of supply in emergency scenarios.
* Resolve problems concerning transportation, logistics systems, imports or exports, or customer issues.
* Direct reporting to principals
* Direct reporting to business owner

**Feb. 2012 – Feb. 2013 Bali, Bali**

**Business Relationship Manager, PT Pazia Pillar Mercycom ( Acer distribution)**

* Gather data on competitors and analyze their prices, sales, and method of marketing and distribution.
* Collect and analyze data on customer demographics, preferences, needs, and buying habits to identify potential markets and factors affecting product demand.
* Forecast and track marketing and sales trends, analyzing collected data.
* Develop and implement procedures for identifying advertising needs.
* Responsible for business relationship of company, master dealers and dealers in Bali - NTB - NTT region
* Responsible to company business share in the market
* Responsible to increase sales volume within the regions
* Developing marketing strategy to increase sales volume
* Responsible for brand awareness and visibility in the regions
* Creating marketing programs and roadshow to increase brand awareness
* Collaborating with business partners such as microsoft, Intel, Amd to boost sales
* Direct reporting to principal ( ACER Indonesia ) on market update, competitors and pricing

**Jan. 2008 – Oct. 2011 Surabaya, East Java**

**Business Development Manager, PT EF Prima Perkasa Indonesia ( General trading, F&B franchise, Chain store ))**

* Direct or coordinate activities of businesses or departments concerned with production, pricing, sales, or distribution of products.
* Product sourcing from China, South Korea, Taiwan
* Negotiate or approve contracts or agreements with suppliers, distributors, federal or state agencies, or other organizational entities.
* Direct, plan, or implement policies, objectives, or activities of organizations or businesses to ensure continuing operations, to maximize returns on investments, or to increase productivity.
* Prepare budgets for approval, including those for funding or implementation of programs.
* Confer with board members, organization officials, or staff members to discuss issues, coordinate activities, or resolve problems.
* Analyze operations to evaluate performance of a company or its staff in meeting objectives or to determine areas of potential cost reduction, program improvement, or policy change.
* Appoint department heads or managers and assign or delegate responsibilities to them.

**Jan. 2007 – Sep. 2007Surabaya, East Java**

**Marketing Export, PT Jaykay Files Indonesia ( International sales )**

* Contact businesses or private individuals by telephone in order to solicit sales for goods or services, or to request donations for charitable causes.
* Deliver prepared sales talks, reading from scripts that describe products or services, in order to persuade potential customers to purchase a product or service or to make a donation.
* Explain products or services and prices, and answer questions from customers.
* Obtain customer information such as name, address, and payment method, and enter orders into computers.
* Record names, addresses, purchases, and reactions of prospects contacted.
* Answer telephone calls from potential customers who have been solicited through advertisements.
* Telephone or write letters to respond to correspondence from customers or to follow up initial sales contacts.
* Maintain records of contacts, accounts, and orders.
* Conduct client or market surveys in order to obtain information about potential customers.

## EDUCATION

* **Cambridge International University, Singapore, Singapore**
* High School Diploma, Business, May. 2006
* **Palin School of Art & Design, Singapore, Singapore**
* High School Diploma, Fashion Design, Oct. 2002

## Skills

* **Customer service**
* **B2B distribution**
* **Finance control**
* **Operation management**
* **Business Development**
* **Sales**
* **Marketing management**
* **Marketing strategy**
* **Market research**