

**A Hafidz Haekal**   
**Ast – Sales & Marketing Manager (Marketing Division)  
PT. HM Sampoerna Tbk**

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**Personality**

Place/Date of Birth : Banda Aceh, 21 September 1988

Address : Jl. Pertiwi No 6B, Kelurahan Bantan, Kecamatan Medan Tembung

Religion : Moeslem

Characters : Have an Integrity, Analytical Thinking, High Motivation, Problem Solving, Target Oriented, Fast Learner, Humble, And Focus

Skills : Territory Management, Project Management, Sales Analysis, Market Research, Brand Building, Wholesale Purchasing, Supply Chain Management., SAP Application, and MS Office

**Experiences**

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| 2015 - Present | **Ast – Sales & Marketing Manager (Marketing Division)** **PT. HM Sampoerna Tbk. | Sumatera Utara** |
|  | RESPONSIBILITIES:   1. Create & ensure the sales objectives of revenue, volume, distribution level, out of stock, sales promo, activities, product freshness are achieved successfully 2. Managing area marketing and support sales activation to achieve annual target by consumer promotion such as direct selling with value added promotion, consumer program and built awareness. 3. Activation sales and marketing combination in field especially in retail, modern trade,wholesaler and consumer touch point. 4. Sub ordinate people development to make sure excellent execution. |
| 2013 - 2015 | **Sales Supervisor (Marketing Division) PT. Intraco Penta Tbk. | Kalimantan Timur**  RESPONSIBILITIES:  1. Designing and socializing sales strategy to sales team. 2. Coordinating team for sales increasing on target. 3. Creating branch sales reports, weekly, monthly and annual.  4. Monitoring sales and sales customer’s payment from sales team |
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| 2012 - 2013 | **Senior Staff of PPIC (Manufacturing Division) PT. Mitsubishi Krama Yudha Motors & Manufacturing | Jakarta, Indonesia**  RESPONSIBILITIES:  1. Supply Chain Management 2. Scheduling of production planning 3. Control supply and quality parts from vendor 4. Negotiate with vendors 5. Kaizen (Continuous Improvement) |
| 2012 | **Team Leader of Production (Manufacturing Division) PT. Indofood Sukses Makmur Tbk | Banten**  RESPONSIBILITIES: 1. Achieving production target 2. Control supply raw material is ready to production process 3. Control man power composition 4. Make sure machines and tools are good 5. Making daily report |

**Education**

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| **TRISAKTI UNIVERSITY** **Master's Degree in Engineering (Industrial) | Jakarta**  Major : Industrial Management  GPA : 3,58 |
| **STT - PLN JAKARTA** **Bachelor's Degree in Engineering (Electrical) | Jakarta**  Major : Industrial Electronic  GPA : 3,18 |

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| **Channel and Distribution Management** |
| Location : PT HM Sampoerna Tbk, Pematang Siantar  Year : 2015 |
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| **Prospect Quantity & Quality** |
| Location : PT Intraco Penta Wahana Tbk, Jakarta  Year : 2014 |
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| **Supply Chain Management** |
| Location : PT Mitsubishi Krama Yudha Motor & Mfg, Jakarta  Year : 2013 |
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| **Leadership and People Development** |
| Location : PT Indofood Fritolay Makmur, Banten  Year : 2012 |

**Training**