

# MARINA ISNI

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## SUMMARY

Senior administration professional with over 18 years of experience in operational coordination, sales administration, and high-volume customer service. Functional expert in **ERP (SAP, Oracle)** and **CRM (Salesforce)** systems, focused on end-to-end **Order-to-Cash (O2C)** cycle management, strict document control, and Standard Operating Procedures (SOPs) standardization. Proven ability to enhance data integrity, optimize complex scheduling, and manage issue resolution within audit and global corporate environments.

## CORE COMPETENCIES

- **Systems & Administration:** SAP, Oracle, Salesforce CRM, Canyon, Pronto, Prones, Accurate, AIMS, Microsoft Office and etc, Order-to-Cash (O2C), ERP System Management, Document Control, Operations Scheduling, Audit & Compliance, Vendor Management, Procurement, Financial Reconciliation.
- **Operations & Process Project Management:** Standard Operating Procedures (SOPs), Data Analysis, Inventory Management, EXIM (Export/Import) Documentation, Logistics Coordination, Sales Administration, Shipment Tracking, Multitasking, Time Management.
- **Communication & Leadership:** Team Leadership, Customer Complaint Resolution, Customer Relationship Management (CRM), Monthly Reporting, Business Communication, Cross-departmental Coordination.
- **Tax Course (Brevet A)**

## PROFESSIONAL EXPERIENCE

1. **Field Operations Coordinator UL Solutions (Product Certification and Testing Services) Nov'20 – Dec'24**
  - **Systemic Operational Coordination:** Systematically managed all field team assignments (inspectors/auditors), ensuring optimal coordination and prioritized work alignment within the company database.
  - **Schedule & Resource Management:** Developed and maintained comprehensive project documentation, including schedules, budgets, and resource allocation for smooth operations.
  - **Data Integrity & CRM:** Maintained and updated **CRM** systems with accurate client information, auditor activities, and lead status, ensuring 100% data integrity for reporting.
  - **Performance Analysis:** Gathered auditor/inspector evaluation metrics, including *turn-around time* (TAT) and report review quality, to support continuous improvement and team development.
  - **Administrative Support:** Provided executive-level administrative support (scheduling, preparing proposals, contracts, presentations, and Monthly Reporting) to inspection and audit teams.
2. **SPV of Sales Admin/CSO PT. Global Asia Metal (Trading Steel & Aluminum) Sept'19 – Feb'20**
  - **O2C Cycle Management:** Processed sales orders, tracked shipments, and assisted with invoicing and collections as required.
  - **Supply Chain Coordination:** Handled system entry related to the supply chain function, including stock movement and the end-to-end shipment process.
  - **Compliance & Contracting:** Verified material documents for availability, legality, and completeness. Drafted and finalized agreement letters with suppliers (including ETA/ETD) and customers (including payment terms like LC or TT).
  - **Customer Relationship:** Maintained strong relationships with customers/buyers to manage expectations and ensure timely payment status.

3. **Senior of Sales Admin/CSO PT. Bumiadya Indonesia (Sibelco Group) (Lime Manufacturing) Nov'18 – Jun'19**

- **Administrative Leadership:** Led the management of the full sales order process (collection, reservation, & confirmation).
- **Financial & AR Control:** Ensured proper administration, documentation, and financial reconciliation of the customer base. Handled **DO, Invoice, and Billing** to customers, and managed Account Receivable (AR).
- **Inventory & Delivery:** Co-led the Inventory Management program and the product delivery process with Operations and Finance to meet customer delivery commitments.
- **Issue Resolution:** Actively handled and resolved complex customer complaints, improving satisfaction levels.

4. **Sales PT. Posmi Steel Indonesia (Marubeni Corp - Coil Centre - Steel Industry) Apr'08 – Oct'18**

- **SAP/CRM Expertise:** Operated **SAP CRM** for Quote/Price generation, order tracking, and providing accurate customer ETA information.
- **Sales Administration:** Managed follow-up on **PO, DO, Invoice, and Payments**. Coordinated daily operations with multiple departments (PPIC, IC, QC, Delivery, and Finance).
- **Customer Satisfaction:** Proactively collected sales/service issues to provide effective resolutions and maintained a high level of customer satisfaction.
- **Analysis & Forecasting:** Generated regular sales reports to track progress and identify trends, and assisted with data entry for sales forecasting.

5. **Customer Service Officer/Sales Admin CV. Mahayu Raya Sentosa (Distribution and Import F&B from Australia) Feb'07 – Feb'08**

- **O2C Management & Data Entry:** Managed the full O2C cycle by following up on customer Purchase Orders (PO) and accurately inputting data into the internal system, maintaining customer accounts and filing documents.
- **Sales & Service Quotas:** Successfully achieved personal and team sales targets and call handling quotas by identifying customer needs and building sustainable trust relationships through open communication.
- **Logistics Coordination:** Ensured material delivery aligned precisely with the scheduled delivery commitments from the customer.
- **Inventory Support:** Supported inventory planning by creating Balance Stock reports based on comprehensive customer sales forecasts.
- **Post-Sales Resolution:** Efficiently handled and followed up on customer claims and questions regarding product warranties or terms of sale.

6. **Customer Service Officer/Sales Admin PT. Zealandia Indonesia (Zealandia Corp - Belgia - F&B Manufacturing) January 2006 – February 2007**

- **Customer Relationship Management:** Maintained extensive customer relationships across Jabodetabek and major Indonesian branches (Java, Sumatera, Kalimantan, Sulawesi), acting as the primary company gatekeeper.
- **Complaint Resolution:** Handled and resolved complaints, providing appropriate solutions and alternatives within set time limits, and ensured resolution by coordinating follow-up with internal departments (Production and QA).
- **Sales Retention:** Supported Sales goals by managing a high volume of incoming calls, attempting to persuade customers to reconsider cancellations, and suggesting technical solutions for product malfunctions.
- **Administrative & Event Support:** Provided full administrative and logistical support to Branch Sales teams, including coordination for preparing and executing marketing and sales events.
- **EDUCATION Formal: University of Muhammadiyah** - Bachelor's Degree, Economy of Management (Graduated 2005, GPA 3.21)