

MARINA ISNI

Jakarta, Indonesia | marinated.19@gmail.com | +6285310489757 | LinkedIn: [Marina Isni](#)

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. Zeelandia Indonesia (Zeelandia 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)