



Rika

Rachmawati Rasyid

I am a hard-working profesional in a senior management role who is seeking a dynamic and working environment. I have built up years-long experience in the hospitality industry in which I have commenced roles in Sales & Marketing Departments. My versatility and ability to quickly adapt to new situations serve as my upper hand hence I am well prepared in facing new challenges.

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Education

Bachelor of Accounting,
Borobudur University 2004

Others

- World Class Negotiation Skill Jakarta 2011
- Revenue Management Training Jakarta 2010
- Out Bond Professional Management Event
- Achievement Training, Jakarta Indonesia 2004
- Business English, LIA, Advance Level

OBJECTIVE

Strong In Sales and Marketing for Hotel. I focus on improving five goals in hospitality industry as follows Revenue, Branding, Genuine Care, Guest Satisfaction and Engagement.

EXPERIENCE

Menara Danareksa

General Manager
July 2022 – Now

To ensures the overall success and management of the building (start from office space, retail space and event venue), staff, and services. And manage organizational and leadership skills, as well as an extensive knowledge of the hospitality industry and adopt into the office building field. To ensures the building meets its financial targets and provides the highest level of customer service.

In charge of all daily building operations to guarantee that all tenants & guests enjoy an outstanding experience. They are responsible for all building services, such as tenant relations, front desk, housekeeping, maintenance, sales & marketing, expense management, finance control, team building, and employee development.

GRAN MELIÁ JAKARTA

Director of Sales & Marketing
April 2021 – July 2022

As The Director of Sales & Marketing. my primarily responsible for leading & driving top-line revenue strategy for traditional sales related segments including group, volume transient & catering. Additional responsible for staying ahead of market trends, market share movement and ongoing competitive hotel analysis, while directing the property sales teams (rooms & catering) to insure

budgeted revenues are met or exceeded. I am also responsible for developing and implementing a marketing communications plan designed to achieve the desired positioning for the hotel, as well as managing the sales and marketing budget that supports revenue attainment.

THE RITZ CARLTON MEGA KUNINGAN JAKARTA JW MARRIOT JAKARTA

Cluster Assistant Director Of Sales & Marketing
January 2020 – March 2021

Maintain and promote a team work environment with effective and clear communication amongst co-workers. Ensure best client service is being made available through communication amongst the team, cross training within the department and appropriate office coverage. Works with sales

managers to ensure understanding of sales strategy and effective implementation of this strategy for the segment. Works with management team to create and implement a sales plan addressing revenue, customers and the market for the segment led by the team. Set example through professional,

friendly attitude towards clients and co-workers, timely response to clients and co-workers needs and observance of sales office standard. Ensure hotel meets or exceeds budgeted goals. Follow and track company cross-sell procedures. Utilize company profile database to determine geographic areas for travel agent calls while maintaining top and existing travel agent accounts. Organize travel agent month and travel agent appreciation rates for slow months. Assists with the development and implementation of promotions, both internal and external. Creating a focus on attracting new business. Attending and contributing to the monthly sales strategy meeting. Updating and owning the sales strategy & sales plan with the DOSM. Review and approves any special corporate negotiated contract. Provides positive and aggressive leadership to ensure maximum revenue potential (e.g., sets example with personal booking goals). Leads on-property

sales functions to build long-term, value-based customer relationships that enable achievement of hotel sales objectives. Recommends monthly room nights target goals for sales team members. Participates in sales calls with members of sales team to acquire new business and/or close on business. Develop and send informative press releases to targeted lists highlighting all activities and promotions for room and event. Maintain and expand corporate incentive program via direct mail, personal visits etc. Oversee and ensure the updation of rates, promotions on hotel website, OTA's (Online travel agents), GDS etc. without any rate parity. Responsible for the training of sales managers and staff. Follow and promote hotel standards with guests, co-workers. Monitors all day to day activities of direct reports. Executes and supports the operational aspects of business booked.

THE RITZ CARLTON MEGA KUNINGAN JAKARTA JW MARRIOT JAKARTA

Director Of MICE
January 2018 – December 2019

Evaluating and developing our marketing strategy and marketing plan, Planning, Directing, and coordinating marketing efforts, Communicating the marketing plan, Researching demand for our products and services, Competitor research, Working with sales department to develop pricing strategies to maximize profits and market share while balancing customer satisfaction, Identifying potential customers, Developing promotions with advertising managers, Understanding and developing budgets and finance, including expenditures, research and

development appropriations, return-on-investment and profit-loss projections, Compiling lists describing our offerings, Developing and managing advertising campaigns, Building brand awareness and positioning, Supporting sales and lead generation efforts, Coordinating marketing projects from start to finish, Organizing company conferences, trade shows, and major events, Overseeing social media marketing strategy and content marketing.

EXPERIENCE

KANJTA HOSPITALITY

Chief Of Marketing
February 2015 – January 2018

Overseeing the Planning, Development and Execution of the company, Marketing and advertising initiatives, reporting directly to the Chief executive Officer, Generate Revenue by increasing sales through successful marketing for the entire organization.

GRAND SAHID HOTEL JAKARTA

Regional Director Of Sales & Marketing
September 2011 – January 2015

Running 3 hotels with total 1000 rooms with 45 meetings room .Achieve increase service charge from 1.5million to 2.9million. To create business plan for sales and marketing to achieve the revenue strategy. Focus to increase the revenue for the hotel and also service charge. To implement the action plan and review it on daily,weekly and monthly basis in order to adjust the sales and marketing activities to effectively scope with the market trend and changes. To ensure the

most suitable structure for effective business development to achieve the marketing goal. To constantly review the existing systems to organize and implement effective sales systems and procedures that ensure efficient for all programs and functions. To recommend new products to the General manager for developing additional business opportunities. Handle for Sales and marketing dept, Public relationn dept, Catering and Conference departemet and also reservation department.

JW MARRIOT MEDAN

Assistant Director Of Sales Jakarta Sales Office
August 2010– August 2011

Functions as the leader of the property's group sales effort for property. Manages the property's reactive and proactive group sales efforts. Shares responsibility for achieving group revenue goals, guest and associate satisfaction. Implements the brand's service strategy and applicable brand initiatives in all aspects of the sales process. Provides day-to-day leadership oversight to the

on-property group sales associates with a focus on building long-term, value-based customer relationships that enable achievement of the property's sales objectives. Maintains ultimate accountability for verifying that the team maximizes group revenue opportunities by up-selling and accurately forecasting revenues (e.g., catering and group rooms) for all events.

EXPERIENCE

THE RITZ CARLTON HOTEL

MEGA KUNINGAN JAKARTA

Group Sales Manager &
Group Senior Sales Manager
September 2008 – August 2010

Overseeing the Planning, Development and Execution of the company, Marketing and advertising initiatives, reporting directly to the Chief executive Officer, Generate Revenue by increasing sales through successful marketing for the entire organization.

SHANGRI-LA HOTEL JAKARTA

Sales Executive
January 2006 – August 2008

Handle account for Travel Agent and Airlines. Communicate and negotiate with clients from Travel agent and Airlines domestic and international. Report to Director Of Sales.

*"It's Better
to be a Lion
for a day
than a sheep
all your life"*