



# Sally



## EXPERIENCE

**Administrative Executive** mtp - Jakarta, Jakarta  
03/2022 - 04/2023

- Trained and mentored junior administrative staff, enabling reliable, efficient back-of-house operations.
- Managed business travel and logistics, booking cost-effective transport and accommodation.
- Prepared detailed, considered agenda plans, ensuring meeting coverage of key business priorities.
- Networked effectively with Executive Assistants and PAs, gaining broader business insight and increasing external support opportunities.
- Built and nurtured outstanding stakeholder relations, aiding smooth, efficient cross-company operations.
- Used outstanding planning and organisational skill to effectively manage calendars with competing demands.
- Recorded and followed up meeting actions, enabling timely resolution for continued progress and milestone delivery.
- Supported senior management in devising and implementing strategies to improve business efficiency, performance and success.
- Communicated and collaborated confidently with key stakeholders, negotiating positive business outcomes.
- Supported Executive Directors to expertly handle business and finance operations.
- Maintained thorough regulatory knowledge to ensure financial compliance across all operations.
- Prioritised effectively to complete various administration tasks within strict business timeframes.
- Input transactions into accounting system to track payments and forecast sales.
- Answered calls and emails efficiently, recording accurate messages and swiftly following up on enquires.
- Produced statistical analysis and reporting using Excel.

**marketing officer** Kdrl - jakarta, jakarta  
11/2019 - 10/2021

- Analysed business data closely to ascertain areas of opportunity and improve revenue growth.
- Generated and maintained high-value sales leads, enhancing marketing department profits.
- Produced reports on progress and insight reports to inform future campaign planning.
- Conferred with IT security team to confirm all implemented platform security measures worked properly.
- Executed big-value marketing campaigns, expertly managing PR, media and branding activities.
- Managed marketing delivery schedules, motivating teams to meet deadlines and deliver quality campaigns.
- Maximised marketing department efficiency through outstanding staff coaching and development programmes.
- Organised and attended marketing events to raise brand awareness.
- Conducted market research to identify opportunities for promotion and growth.
- Maintained logos, written style guides and other brand assets and verified adherence to brand guidelines.
- Updated Engaging Network database to guarantee data hygiene.
- Demonstrated exceptional communication and relationship-building abilities to gain favour with media outlets for enhanced brand exposure.

## CONTACT

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- 📞 085814735128
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## SUMMARY

Skilled Administrative Officer with experience in day-to-day operations including managing office supplies and equipment and scheduling meetings and events. Friendly, reliable and organised team member.

## SKILLS

- Marketing
- Social Media
- Customer Services
- Event Planner
- Event Management
- Implementing meeting actions

- Recruited and supervised marketing teams, developing competent, confident staff to consistently achieve against targets.
- Created and implemented innovative marketing strategies to achieve profitable growth in sales.
- Developed client acquisition and retention strategies to maximise sales and marketing potential.

#### **marketing officer** rad – Jakarta, Jakarta

04/2019 – 10/2019

- Created and implemented innovative marketing strategies to achieve profitable growth in sales.
- Delivered first-class social media campaigns, increasing brand awareness and enhancing company reputation.
- Maintained logos, written style guides and other brand assets and verified adherence to brand guidelines.
- Maximised marketing department efficiency through outstanding staff coaching and development programmes.
- Analysed business data closely to ascertain areas of opportunity and improve revenue growth.
- Collaborated extensively with agencies and freelancers to produce content for various touchpoints.
- Rolled out comprehensive email marketing campaign to enhance customer engagement and generate sales.
- Updated Engaging Network database to guarantee data hygiene.
- Executed big-value marketing campaigns, expertly managing PR, media and branding activities.
- Conducted market research to identify opportunities for promotion and growth.

#### **Marketing Officer** ocy – Jakarta, Indonesia

03/2017 – 04/2019

- Created and implemented innovative marketing strategies to achieve profitable growth in sales.
- Produced reports on progress and insight reports to inform future campaign planning.
- Established company brand identity and worked closely with other departments to maintain consistency across all platforms.
- Conducted market research to identify opportunities for promotion and growth.
- Managed marketing delivery schedules, motivating teams to meet deadlines and deliver quality campaigns.
- Delivered first-class social media campaigns, increasing brand awareness and enhancing company reputation.



## **EDUCATION**

**Nusantara University - Communication** – Jakarta, 10/2011 – 11/2016