



### Contact Details

Phone : +628128244004

Email : [rosy\\_yuniar@yahoo.com](mailto:rosy_yuniar@yahoo.com)

Address : Cluster Martinez Selatan  
2 no 11, jl Shymphonia,  
Summarecon Gading Serpong,  
Pagedangan, Kab Tangerang

### Career Summary

\*\* Having almost 14 years experiences in market research from multiple industries, ranging from Media (printing and electronics), logistic, and FMCG both at clients and agency sides.

\*\* Expertise in quantitative approaches from defining research objectives, translate it to questionnaire development, data processing, data coding and cleaning, data tabulation, charting and analysis (reporting).

\*\* Have proven experiences in managing team and how to achieve project objectives in timely manner.

\*\* A highly responsible, details, insightful, determine and enthusiast quick learner who possesses a considerable amount of knowledge in market research and consumer insight

\*\* Professional worker who loves her jobs and always eager to learn new things and improving her skills

# Rosy Yuniar

## Market Research & Consumer Insight

### 14 Years Experiences

#### Experiences

---

Jul – Sept 2021:	CRM Manager (double job with research manager role) – <b>Mitra 10</b>
Nov'19 – Jun'21:	Consumer Insight Manager – <b>Mustika Ratu</b>
Jan – Apr 2019 :	Insight Project Manager – <b>Isentia Malaysia</b>
Oct 2016 – Dec 2018 :	Corporate Market Research & Consumer Insight – <b>PT Akasha Wira International</b>
Dec 2015 – June 2016 :	Marketing Data Analyst Manager – <b>PT Softex Indonesia</b>
Feb – Oct, 2015 :	Assistant Research Manager – <b>MRA Broadcast Media Division</b>
June – Aug, 2014 :	Senior Research Executive – <b>Markplus Inc.</b>
Jan, 2013 – May, 2014 :	Senior Research Executive – <b>TNS Indonesia</b>
May 2011 – Jan 11, 2013	Marketing Analyst – <b>PT UPS Cardig International (United Parcel Service)</b>
Aug 2010 – May, 2011 :	Research Officer (Execution) – <b>Kompas Gramedia Group of Magazine</b>
April – July, 2010 :	R&D Staff – <b>Media Indonesia</b>
Sept 7, 2009 – Feb, 2010 :	Senior Research Executive – Quantitative division – <b>PT MARS Indonesia [Marketing Research Company]</b>
July 2007 – Sept 4 <sup>th</sup> , 2009 :	Research staff at R&D - Programming Division <b>Trans TV</b>
April 2005 – June 2007	Assistant researcher – <b>PT. Insan Hitawasana Sejahtera (Social Science Research and Consulting Company)</b>

## Computer Skills

MS Office	***** (Excellent)
Tableau	*** (User Level)
Nielsen Answer	**** (Good)
Nielsen Arianna	**** (Good)
SPSS	**** (Good)
Oracle	*** (User level)

## Driving License:

Yes, sim A

## Languages

English	**** (Good)
Bahasa	***** (Excellent)
Sundanese	**** (Good)

## Personal Information

Date of Birth	02 June 1979
Sex	Female
Marital Status	Divorced
Nationality	Indonesian

## Education

Bachelor Degree, University of Indonesia, Majoring Public Administration (1999-2004)

## Academic Achievement

\*\* As researcher and participant in "RESEARCH DAYS FISIP UI 2005", (The best thesis on bachelor degree at Department of Administration Sciences 2004)

\*\* My Thesis used as an example writing research in a research methodology book 'Metode Penelitian Kuantitatif', published by Rajawali Pers in 2005

## Declaration

I, the undersign, certify that to the best of my knowledge and belief, these data correctly described me, my qualifications, and my experience.

Rosy Yuniar

## Proven Job Roles (Part 1)

### CRM Manager – Mitra 10

Responsible for all market research and CRM activities, leading 5 subordinates (1 research staff and 4 CRM staffs). Using Ingage as platform for CRM tools, and surveymonkey for survey tools.

### Consumer Insight Manager (Corporate) – Mustika Ratu

Responsible for any related research activities on corporate (single fighter, no team/subordinate). Supporting and manage for CS function (customer service position which is in idle position due to empty position/PIC). Report directly to CFO (co-owner) and support all BODs. Working output:

1. BHT (brand health tracking) project, in cooperation with research agency. Gave feedback along the project period, from deciding which category will be exposed to the study and gave any feedback from questionnaire design, fieldwork executions till reporting (still on progress for fieldworking due to outbreak)
2. Monthly Report B2B (analyzing data from SAT and IDM). Total reports created: 3 reports
3. Update and share for market data report from any credible and **free** sources (no budget required). Sources usually used are from Kantar, Neurosensum, Jakpat, Nielsen, etc. Along for any news which impacting on business as general
4. Do and execute any inhouse survey request (both offline and online) from any dept. And or BODs, sometimes execute alone due to N/A budget and no team support—as long as it is feasible to do it alone (no specific timeline, minimum n=30). All survey done by google form (i have many google form created since join on Nov'19 and capable to show my skill on developing questionnaire). Reports result: 8 reports (both online and offline) with 14 google form has been created (the rest not proceed, so no reports has been created)
5. Support and manage for any related CS function (manage 1 PIC handle receptionist and CS job). Work output: do activation again on inactive CS hotline, compile any supporting documents for CS function and do self learning on CS function, brief CS PIC to execute survey online (the current PIC is actually receptionist who do double job as CS). Responsible for CS satisfaction survey (in the future)
6. Provide any data requests from BODs (especially for business plan) and or any departement by doing literature study (online), gather any data relevant to it and share the result to requestor (no budget required). Work output is uncouncted, its the most often assignment i have so far (almost everytime)
7. Give CFO any feedback on current situations (Covid-19 outbreak), especially the impact on business in general
8. Do qualitative analysis on any consumer review from free sources (any e-commerce like Shopee, or sites products review like Female Daily, etc). This is particular skills i gained as join this company due to specific request on specific products yet no budget and manpower available, while i refuse to do any internal survey which usually done by NPD team since the methods is not proper and the result is also misleading. So i propose this methods, and the results is highly appreciated by BODs. Reports output: 4 reports
9. I have demonstrated any required skills needed as reseacher both quantitative and qualitative with very minimum resources (or most often no resources at all, both manpower or budget). Always put data validity as priority, in case user asked for any survey which is actually the result will not answering the objectives, i can explained first prior to the survey, yet if the user insist then i still executed with results showing that my concerns turns out correct. I put integrity beyond anything in doing my job, especially in company like Mustika Ratu where people has lack of knowledge on research and data validity or how to get correct information from credible sources or in correct manner

### Insight Project Manager – Isentia Malaysia

Leading a team consist of 3 analysts and 17 coders for media monitoring project related to presidential election (adhoc project). Responsibilities:

1. Facilitate overall insight content management and meets data handling deadline.
2. Handles assigned insight account ticket clearing / content tagging.
3. Produces insights media sentiment analysis for all assigned accounts.
4. Manages social insights projects effectively in order to meet deadlines and to allow for collaboration/review.
5. Completes all assigned Insight Analytical Reports as and when assigned.
6. Manages insight freelancer for assigned project and or insights team member whom working with the same project if needed.

**To be continued on next page**

# **APPENDIX**

## **Proven Job Roles (Part 2)**

### Corporate Market Research & Consumer Insight – PT Akasha Wira International

Responsible for all corporate MRCI activities, handle all business unit (Beverage and Beauty Care). Report directly to Director of Beverage

#### NIELSEN RMS DATA – BV:

- BV Report Nielsen MAT ending Dec' 2017
- BV Report Nielsen MAT ending May 2017
- BV Report Nielsen MAT ending July 2017
- BV Packaged water mapping MAT ending July 2017
- Summary analysis of 4 MAT Nielsen RMS data

#### NIELSEN RMS DATA – BC:

- BC Report Nielsen MAT Ending Sep'16
- BC data correction on RMS data for vitamin and hair mask category
- BC Report MAT ending June 2017
- BC Top 10 SPPD for 3 category (Vit, Mask, Creambath) 2016 and 2017 (2 point)
- BC Distribution mapping for 3 category Top 5 brand (request from MKT BC Cons)

#### CUSTOMIZED RESEARCH

- BV Visitor survey and Exhibitor survey--> 2 reports at GATF Phase 1 2017 (with FW professional)
- BV Fresh 2 (Concept test quantitative), in cooperation with NW and Ipsos
- BV BHT for NPL and Pural concept test
- BV Link Test with Millward Brown (Feb - August 2017)
- BV Pural sampling report
- BV GT survey (google form)
- BV Pricing Initiative Outer Island (google form)
- BC Prof Salon Treatment survey report
- BC Cons Vitamax online survey report
- BC Cons RBS Tube online survey report
- BC Cons RBS Tube store survey report (offline)

#### CSAT SURVEY

- CSAT survey for BV divided into 4 different questionnaire (PET Gallon; NPL & Vica Royal)
- CSAT survey for BC divided into 3 category (consumer, customer and professional)

#### MRCI FUNCTION OPTIMIZATION

shifting all questionnaire to google form (paperless); added value no need back up for data entry internship, costless for paper, no blank answers for mandatory question

develop SOP for market research (market research brief and MRCI workflow)

CSAT survey for 2017 is executed without salesman intervention (via e-mail blast and online survey)

Support MKZ HE team to use fobi for tagline search competition

Minimize human error in processing Nielsen RMS data with new request in data deliverables format (detail data breakdown) and using pivot in data processing

#### AD HOC PROJECT WITH RESEARCH AGENCY

Concept Study for Nestle Pure Life (with Ipsos), Jan 2017

Link Test for Nestle Pure Life (with Kantar Millward Brown Indonesia), Jul 2017

Brand Health Dipstick for Nestle Pure Life (with Deka), June 2018

Analytics Project, Distribution Optimization (with Nielsen), Sept – Dec 2018

Qualitative Study for Vica Royal and Nestle Pure Life (with Insight Active), Nov – Dec 2018

Qualitative Study for Pural (with Insight Active), Nov – Dec, 2018

# **APPENDIX**

## **Proven Job Roles (Part 3)**

### Marketing Data Analyst Manager – PT Softex Indonesia

- Supports 3 Marketing Manager with 3 main product (sanitary, adult diaper and baby diaper) in providing data needed
- Assist consumer insight assistant manager in executing market research project
- Processing and manage data both internal and external using excel and nielsen answer
- Do ad-hoc/customized research as requested by marketing manager and gave insight on best methods regarding market research projects execution
- Provide secondary data as requested

### Assistant Research Manager – MRA Broadcast Media Division

Managing 8 RnD staff for 5 Radio (Hard Rock FM, Brava, I-Radio, Trax FM, Cosmo FM), responsible for any research activities in every radio responsible for data syndication and also both annual and regular survey

### Senior Research Executive – Markplus Inc.

Assisting Chief Operations in executing research project from proposal and questionnaire development, project management, client services, drafting report and presentation

### Senior Research Executive – TNS Indonesia

Assisting Associate Clients Advisor in executing research project (automotive, financial consulting, fast food) from questionnaire development, project management, client services, to report drafting

Project handled: automotive, food and beverage, and consulting (tracking and ad hoc)

### Marketing Analyst – PT UPS Cardig International (United Parcel Service)

Report directly to Marketing Supervisor, and responsible to support marketing supervisor in develop promotional program and campaign, macro and micro economy inquiry and other adhoc duties from time to time. Detail Jobdesc:

- Weekly report (compliance, VnR, JNE, MKT initiative program report progress) from BIA system and oracle
- Souvenir and merchandise also customers hampers provision, sponsorship
- Budgeting: submit and create RFA analysis, purchase request
- MKT Comm (PR) both internal and external (retailers): handle customer letter, do translation
- MKT Initiative: do presentation and adm.tive process also responsible for progress report
- Update company profile
- Update competitor SP Time in Transit
- Provide macro and micro economic data for business plan
- Do data processing and provide data as requested
- Yearly program update: Generate sales lead. Do data cleaning and script for telesurvey (questionnaire)
- Provide competitor information as requested (surcharge index, new services update, rate and mystery shopping by call)

# **APPENDIX**

## **Proven Job Roles (Part 4)**

### Research Officer (Execution) – Kompas Gramedia Group of Magazine

Assisting Execution Manager in manage field execution, responsible for data collection (survey event, telesurvey, indepth interview, surveyor briefing, FGD, etc). Responsible for data quality.

### R&D Staff – Media Indonesia

Assisting R&D Dept. Head in providing data (infografis, secondary data by internet browsing), writing article and translate it —which its source from Reuters or BBC (OTD, DYK, chronology of an even) to support another division in enriching news report.

### Senior Research Executive – Quantitative division – PT MARS Indonesia [Marketing Research Company]

Assisting research manager in research process [questionnaire design, field coordinating, interviewer briefing, data analysis, create report]. Involved in 3 projects focusing on customer satisfaction and brand awareness (client: XL, BCA, and Jamsostek)

### Research staff at R&D - Programming Division Trans TV

Monitoring program based on NIELSEN data, produce weekly report by SWOT analysis, meeting with another division to share findings, run FGD and develop survey questionnaire if needed.

### Assistant researcher – PT. Insan Hitawasana Sejahtera (Social Science Research and Consulting Company)

- Processing SUSENAS data for Social-Economic Indicator from 1993 to 2005
- Processing SUSENAS data in PHP II Project (Provincial Health Project) - data update for 2005
- Processing SUSENAS data for Health Indicator from 1993 to 2005
- Questionnaire design in WASPOLA (Indonesia Water Supply and Sanitation Policy and Action Planning Project)
- Paper writing (theme: Rights-Based Approach), with Prof. Mayling-Oey Gardiner Ph.D and Endang Sulastris, S.Sos
- Assistant researcher (interviewer, data processing, questionnaire design etc.) in 'One School One Lab' Program (OSOL), conducted at Makassar Maros-Surabaya-Sidoarjo, a cooperation between Insan Hitawasana Sejahtera Computer Science Center UI (Pusat Ilmu Komputer UI) & DEPKOMINFO