

AMEL ADELIA

+62 8579 3956 364 | ameladelia.nur@gmail.com | <http://linkedin.com/in/amel-adelia-10b487246>

SUMMARY

Creative and analytical Sales & Marketing professional with 4+ years of experience driving business growth, demonstrating strong team leadership, and enhancing customer engagement through strategic marketing campaigns and data-driven sales execution.

PROFESSIONAL EXPERIENCE

Head of Sales & Marketing | PT Elpix Global Vision (Jasafotojakarta) Jan 2024 – Present

- Promoted from Sales & Marketing Specialist to lead strategies that drove 3x growth in new client acquisitions.
- Designed data-driven campaigns & KPI frameworks, boosting closing rates by 45%.
- Managed & mentored 5-person team, growing annual revenue by 70% and maintaining 90% client satisfaction.
- Achieved 65% repeat business through tailored strategic solutions.

Sales & Marketing Specialist | PT Elpix Global Vision (Jasafotojakarta) Sep 2021 – Dec 2023

- Closed over IDR 3 billion in deals with BP AKR, Biokul, Flimty, CGV Cinemas, Alfamart, Sorae Group (Singapore), and others.
- Earned Highest Sales Achievement award for two consecutive years (2023 & 2024).
- Managed full sales cycle for 40+ projects annually, achieving 50% conversion & 90% on-time delivery.
- Collaborated with creative & production teams on campaigns and raising engagement by up to 120% and driving ROI uplift of 2.8x

Digital Marketing | CV Multazam Sukses Berjama'ah May 2021 – Sep 2021

- Managed daily operations, consolidating 50+ transactions into reports for strategic analysis.
- Streamlined invoicing & fulfillment processes, reducing order time by 30% and increasing repeat purchases by 25%.
- Engaged with customers directly, improving buying experience and fostering brand loyalty.

Sales & Marketing Admin | favehotel Hyper Square Bandung Dec 2019 – Mar 2020

- Delivered consultations for 80+ MICE clients annually, preparing Event Orders, Quotations, and Agreements that contributed over IDR 1.2 billion in event revenues.
- Supported social media action plans that increased event inquiries by 35% and enhanced hotel brand visibility.
- Prepared sales call materials, client profiles, and proposals to support marketing team conversions.

EDUCATION

- **Universitas Multimedia Nusantara (UMN)** | Online Learning | Strategic Communication 2023 – Present
- **SMK Mutiara Terpadu, Sukabumi** | Hospitality (Hotel Accommodation) Jul 2019 – May 2021
Top of class for 3 years; Best Student in major; Ranked #1 in national competency Accommodation major

SKILLS

Soft Skills: Sales, Marketing Campaigns Strategies, Communication, Presentation, Leadership & Team Development, Negotiation & Persuasion, Public Speaking, Strategic Thinking, Client Relationship Management (CRM), Problem Solving & Decision Making.

Hard Skills: Monday (Sales Pipeline Dashboard Management), Xero, Quods, KPI Development & Performance Tracking, Microsoft Office (Excel Word, PowerPoint) & Canva (Content Design Marketing Campaign).

Languages: Bahasa Indonesia (Native), English (Professional).

CERTIFICATIONS & ORGANIZATION

- Winner Highest Sales Achievement Award | PT Elpix Global Vision (Jasafotojakarta) | 2023 & 2024
- 1st Food Product Review, Fiphal Festival 2021, Universitas Djuanda
- Member & MC | Student Award Association (SAA), UMN
- President | MESSA. Grew active participation in english speaking forums
- President & Vice President | MPK & OSIS. Led 20+ events & social initiatives