

# Andrian Nur Prabawa's PORTFOLIO



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# ANDRIAN NUR PRABAWA, S.E., M.M., CDMS

Certified Marketer, BNSP's Assesor of Competency, Auditor, Risk Agent, Book Author

## About Me

Certified marketer with 7 years of experience. Hold a master's degree in management and currently serves as Market Development and Strategic Specialist at PT Kertas Padalarang, also known as Peruri Security Paper Mill (Perum Percetakan Uang Republik Indonesia Group). Assessor Competency at LSP Retail Indonesia specializing in Digital Marketing. In addition to the role as a marketer, serves as an Auditor for ISO 9001 quality management systems and ISO 28000 supply chain management systems, risk agent, halal management team, corporate trainer and as a secretary for several of the company's strategic investment projects.

Contributed to the publication of scientific works, including an article entitled "Understanding Consumer Intention to Use Indonesian Electronic Stamp Duty through Technology Acceptance Model (TAM): Study on PT Peruri Digital Security's Consumer", and two academic books entitled "Introduction to Management Information Systems" and "Marketing Management (Internet of Things Perspective)". Awarded the gold medal in the Innovation Stream category at the PERURI Innovation Award and the Kaizen Award 2024 (IAKA 2024). Currently active as a member of the Indonesia Marketing Association (IMA) Chapter 106 and as a committee member of the Alumni Association of the Faculty of Economics and Business at Jenderal Achmad Yani University.



## Awards

Awarded the gold medal in the innovation stream category at the PERURI Innovation Award and Kaizen Award 2024 (IAKA 2024) for innovation project proposal titled "rancang bangun e-commerce untuk produk specialty paper di PT Kertas Padalarang" with main role as a team leader. On August 15, 2024, located at "the gedung pusat pembelajaran dan sertifikasi profesi", Perum Peruri Karawang. With two other members of the eCommerce team, presented the digital transformation model Infront of two judges, namely Prof. Dr. Aries Susanty, S.T., M.T., and Dr. Setia Abikusna, S.T., M.T., IPM., Asean Eng



# PT KERTAS PADALARANG

since June 2019

## Ahli Muda Pengembangan dan Strategi

May 2025 - Present

**Core Objectives/Primary Task Goals:** To achieve the product development targets that will enhance company revenue, and to maintain constructive communication with strategic partners, including both existing and potential ones. Additionally, to execute market research, strategic analysis, and support product development processes in alignment with corporate needs.

- **Product Development** Led end-to-end product development initiatives, encompassing strategic planning through market analysis, cross-functional coordination, prototype testing and iteration, and post-launch evaluation to ensure product quality, design, and value enhancement based on consumer feedback.
- **E-Commerce Operation** Managed comprehensive e-commerce operations, including strategic sales planning and budgeting, coordination with external partners (e.g., LKPP, payment gateways), implementation of security monitoring, execution of marketing campaigns, and performance evaluation to drive channel sales and inform strategic improvements.
- **Measuring Marketing Performance** Directed comprehensive customer satisfaction surveys to measure the performance of marketing, service, and product development across multiple product categories, including the design, execution, data analysis, reporting, and internal socialization of findings to drive organizational improvement.

## Ahli Muda Bidang Pengembangan dan Strategi Pemasaran

June 2024 - May 2025

## Senior Staff Pemasaran

June 2019 - June 2024

# PROFESSIONAL & COMPETENCY CERTIFICATION (1 of 2)



## Assessor Competency

Indonesian Professional Certification Authority (BNSP)

2025

[View certificates](#)



## Certified Digital Marketing Specialist (CDMS)

iTrain Asia Pte. Ltd. Singapore

2024

[View certificates](#)



## Certified Marketing Skills Professional (CMSP)

Revolution Mind Indonesia®

2024

[View certificates](#)



## Certified Secure Computer User V3 (CSCU)

EC-Council, United State of America

2023

[View certificates](#)



## Digital Marketing

Indonesian Professional Certification Authority (BNSP)

2023

[View certificates](#)



## Internet of Things Device Engineering

Indonesian Professional Certification Authority (BNSP)

2022

[View certificates](#)



## Digital Marketing

MarkPlus Inc

2022

[View certificates](#)

# PROFESSIONAL & COMPETENCY CERTIFICATION (2 of 2)



## **Operational Marketer in Brand**

Indonesian Professional Certification Authority (BNSP)

2022

[View certificates](#)



## **Marketing 4.0**

MarkPlus Inc

2021

[View certificates](#)



## **Computer Hardware Technician**

The Indonesian Institute of Computer and Informatics (LPKII)

2012

[View certificates](#)



# Books and Scientific Papers



**Title**

**Publisher**

**Issue**

**DOI**

**Published**

Understanding Consumer Intention To Use Indonesian Electronic Stamp Duty Through Technology Acceptance Model (TAM): Study On PT Peruri Digital Security's Consumer Management Studies and Entrepreneurship Journal (MSEJ)

Vol. 5 No. 1 (2024): Management Studies and Entrepreneurship Journal (MSEJ)

<https://doi.org/10.37385/msej.v5i1.4440>  
2024-11-20



**Title**

**Publisher**

**Published**

**ISBN**

**Url**

Pengantar Sistem Informasi Manajemen

PT Literasi Nusantara Abadi Group, Malang  
2023

978-623-8246-37-3

<https://penerbitlitnus.co.id/portfolio/pengantar-sistem-informasi-manajemen/>



**Title**

**Publisher**

**Published**

**e-ISBN**

**Url**

Manajemen Pemasaran (Perspektif Internet of Things)

CV. Media Sains Indonesia, Bandung  
2023

978-623-195-122-9

<https://bacabuku.com/book/BK111763/manajemen-pemasaran-perspektif-internet-of-things>