
Ayu Purnama

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Professional Summary

Experienced Sales and Marketing is adept at developing often complex client proposals. Proficient in various business operations including the acquisition of new clients, identifying solutions to client challenges through open-ended questions and active listening, handle client billing conflict resolution and the implementation of effective business policies and procedures. Specialize in developing and nurturing productive client relationships to increase company profit.

Work Experience

Pro Account Manager

November 2019 – Present

PT Printerous Global [Printerous.com]

South Jakarta

- Being a key person in maintaining and retaining existing leads to propose add values and generate revenue based on the company's target
- Execute leads which gathered from Pro Account based on company's targets and priorities, negotiate contracts and close agreement to maximize profits
- Build and maintain strong, long-lasting client relationships, e.g. understand the customer needs and improve customer satisfaction
- Engage with clients regularly to maintain product delivery quality and develop trusted advisor relationships with customer stakeholders
- Assist in defining customers' needs to propose a well-tailored solution related to sales opportunities, Serve as the lead point of contact for customer account management
- Create reports related to sales revenue in monthly basis, weekly basis if needed
- Work closely with Pro Account team to develop effective strategy in order to meet company target

Sales & Marketing Manager

August 2016 – November 2019

Raya Optima Advertising

South Jakarta

- Responsible for researching and developing marketing opportunities and planning and implementing new sales plans.
- Generating unique sales plans, creating engaging advertisements, emails, and promotional literature, developing pricing strategies, and meeting marketing and sales human resource objectives
- Assist project running from needs gathered until report after finished project to clients.
- Staying current in the industry by attending educational opportunities, conferences, and workshops, reading publications, and maintaining personal and professional networks.

Project Manager

October 2007 – August 2016

PT OMG Asia

South Jakarta

- Plan and implement projects.
- Help define project scope, goals and deliverables.
- Define tasks and required resources.
- Collect and manage project team.
- Manage budget.
- Allocate project resources.
- Create schedule and project timeline.

Education

Bachelor Degree – Industrial Engineering

Trisakti University

Magister Management – Human resources
management

Trisakti University

Training

Negotiation skills – WTC tower (certified)

Supply chain and procurement – Prasetya Mulya

Minaut Indonesia – PPM Menteng

Fundamental Leadership program – Dale Carnegie

Tools

HubSpot CRM Software

SPSS Statistical Analysis

Reference

Luciana Tonbeng

General Manager

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