

Indra Manalaksak Sitorus

Prof. Dr. Satrio Gg. Buntu No. 5 - South Jakarta Indonesia
☎ 081315781020 ✉ Indra.M.Sitorus@Gmail.com



SALES MANAGER

Value Offered

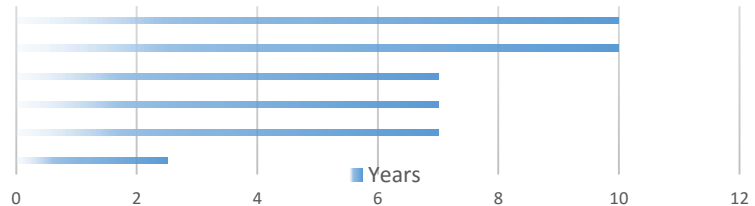
Enthusiasts in B to B Business Development and Digital Marketing Strategy

More than ten years of experience in creating and maintaining relationship, business development, negotiation, marketing and sales strategy, managing team to exceed revenue and profit goals. Proven track record of driving multi-billion-rupiah revenue growth and sales expansion.

Page | 1

Key Skills

- Business Development
- Strategic Partnerships
- Management & Team Leading
- Forecast & Market Analytics
- Market Expansions Strategy
- Digital Marketing Strategy



Education Background

- Formal Education: Bachelor's in Forest Management, IPB (1998 – 2004)
- Non Formal Education/Training
 - Digital Strategy, Google, 2015
 - Social Media Marketing, LinkedIn, 2015
 - Problem Solving, LP-PPM, 2014
 - Sales Management, 2008
- Languages:
 - English: writing and speaking
- Application's Expertise:
 - Microsoft Office
 - CRM System (Salesforce.com)
 - Digital Marketing: SEO, Google Analytic, Google Adwords and Doubleclick, Bidstalk, Facebook, LinkedIn

EMPLOYEMENT

FEB 2014 — JAN 2016

CTRLSHIFT

JAKARTA, INDONESIA
WWW.CTRLSHIFT.COM

Sales Manager

- Responsible to develop and maintain Business to Business relationship and be key liaison to both direct client and digital agencies
- Establish a thorough understanding of the client's business objectives and develop the best digital marketing strategies according to the objectives
- Responsible for excellent integrated end to end services
- Manage sales operations and coordination with all related team in sales processes
- Review sales operations and give best recommendation as corrective solutions
- Have strong knowledge and experience of various digital marketing such SEM, Display and Social Media Advertising, and Web Analytics

KEY PARTNER

- Tobacco Industry: DJARUM
- Financial Industry: HSBC, Standard Chartered, Citibank, Permata Bank
- Automotive Industry: BMW, MINI, Nissan and Toyota Astra Motor
- FMCG: Wings and Indofood
- Airlines: Garuda Indonesia



Indra Manalaksak Sitorus

Prof. Dr. Satrio Gg. Buntu No. 5 - South Jakarta Indonesia

☎ 081315781020 ✉ Indra.M.Sitorus@Gmail.com

DEC 2010 — OCT 2013

AGRABAREKSA

SUBSIDIARY OF
PT DJARUM

WWW.AGRABAREKSA.COM

Assistant Sales Manager

- Responsible to develop and maintain Business to Business relationship
- Responsible for excellent integrated end to end services
- Set up sales forecast and plan according to market research and monitoring target achievement
- Manage sales operations and coordination with all related team in sales processes
- Manage and lead on site of wood administrator team
- Review sales operations and give best recommendation as corrective solutions
- Develop Standard Operating Procedure of Sales and Marketing Department which comply with ISO 9001:2008
- Develop sales and marketing improvement process by web base integration system

KEY PARTNER

- Domestic Clients: PT Tanjung Raya Plywood, PT Adi Mitra
- Strategic Clients: Korea Indonesia (Korindo), Mitsubishi Corp., Mitsui Indonesia, Sumitomo Forestry Indonesia, Xiamen C&D Pulp & Paper
- Contractors: PT. Dwi Rimba Agung, PT. Putra Rimba Nusantara, PT. Premier Mitra Perkasa, PT PAI

APR 2006 — DEC 2010

BISNIS INDONESIA

PT JURNALINDO
AKSARA GRAFIKA
WWW.BISNIS.COM

Assistant Sales & Marketing Manager – Circulation Division

- Responsible to develop and maintain Business to Business relationship
- Responsible for excellent integrated end to end services
- Set up sales forecast and plan according to market research and monitoring target achievement
- Manage sales operations and coordination with all related team in sales processes
- Manage and lead Sales, Customer Service, Support and Newspaper Delivery team
- Review Circulation operations and give best recommendation as corrective solutions
- Develop Standard Operating Procedure of Sales and Marketing Department which comply with ISO 9001:2008

KEY PARTNER

- Airlines Industry: Garuda Indonesia, Singapore Airlines, Kartika Airways, Sriwijaya
- Financial Industry: Bank BCA, Manulife, Prudential, PaninLife
- Hospitality Industry: Hotel Borobudur, Prime Plaza, Menara Peninsula, IBIS, Atlet Century
- Newspaper Agent

Page | 2



Indra Manalaksak Sitorus

Prof. Dr. Satrio Gg. Buntu No. 5 - South Jakarta Indonesia

☎ 081315781020 ✉ Indra.M.Sitorus@Gmail.com

MARCH 2004 — FEB
2006

SUZUKI AUTOMOBILE MAIN DEALER

PT DWI PERKASA
MOBILTAMA

Senior Sales Executive

- Responsible to reach monthly sales target
- Responsible for excellent integrated end to end services
- Set up sales forecast and plan according to market research and monitoring target achievement
- Supervise junior sales

Page | 3

