



# Aditya Wardhani Saputri

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## CONTACT

Jalan Tiong no. 9b  
Kelurahan Karet  
Setiabudi  
Jakarta Selatan

**E-mail:** tia.saputri@outlook.com

**Website:**  
<http://id.linkedin.com/in/tiasaputri>

**Phone:** +6285811757050

## WORK EXPERIENCE

### PT Bizzy Commerce Indonesia

Feb 2016 - Present

Marketing Communication & PR Manager

Main responsibilities:

#### SOCIAL MEDIA

- Support Digital team in the development, execution and reporting of social media activity across multiple platforms, including Twitter, Facebook and LinkedIn.

#### EXTERNAL COMMUNICATIONS

- Support the development and execution of external communications program.

#### MARKETING SERVICES

- Manage the overall program strategy for corporate, product, channel and services literature systems.
- Coordinate collateral development, translation projects, copywriting and editing, design layout and art preparation, vendor contact and management.
- Manage corporate branding standards and oversee implementation.
- Serve as liaison between the marketing department and other departments and management.
- Supervise stable of external writing and design resources.

#### BUDGET MANAGEMENT

- Manage program budgets across areas of responsibility to include collateral production, translations, PR and social media

#### PARTNERSHIP MANAGEMENT

- Develop a deep understanding of Bizzy products, strategy, values and their application to users and advertisers.
- Conduct pre-agreement due diligence with other members of the team, identify and research potential partners, structure agreement options and prepare documents.
- Open doors and lead exploratory discussions with potential partners.
- Evaluate opportunities and present recommendations to the management team.

### PT Maersk Line Indonesia

Sep 2013 - Jan 2016

Marketing Communication & Campaign Specialist

Main responsibilities:

#### CAMPAIGN

- Researching and analyze past communication campaigns to deduct the most effective methods of

communicating to the intended audience.

- Creating marketing strategy.
- Incorporating all aspects of marketing ranging from research and development to public relations and advertising to actual production.
- Collaborating with other departments to create the most effective communications package.
- Assisting the creation of products and services for the target market based on extended knowledge on what appeals to each particular market.
- Launching campaign using marketing automation tools and CRM system
- Creating company literature and other forms of communication.
- Creating marketing and promotional materials, both print and electronic.
- Working with advertisers for timely and useable ad submissions.

#### COMMUNICATION & BRANDING

- Creating and deliver press releases, media relations content, case studies, white papers, executive bios, corporate newsletter content, social media content, and speaking proposals.
- Coordinating conference, trade shows, and press interviews.
- Ensuring the integrity of the brand remains consistently high in all communications across the business.
- Building relationships with media.

#### NPS ANALYST

- Analyzing and monitoring customer loyalty survey & NPS.

#### EVENT MANAGEMENT

- Strategically planning and executing large scale & high-end events across the country.
- Producing detailed proposals for event time lines, venues, suppliers, legal obligations, staffing and budgets.
- Managing large budget event campaigns.
- Finding suitable and commercially viable venues for events.
- Publicising events.
- Sourcing high quality hosts and entertainers.
- Defining sales, revenue targets and performance objectives.
- Managing customer relationships.
- Managing promotional days, launch activity and material distribution.
- Dealing with Health & Safety issues as well as Risk Assessments.
- Researching markets to identify opportunities for events.
- Negotiating with the event organisers.
- Building strong, loyal customer relationships at a senior level within key customers.

## PT Maersk Line Indonesia

Jan 2010 - Aug 2013

Senior Sales Executive

Main responsibilities:

- Increase customer satisfaction & loyalty by doing regular visit and ensure we deliver the best service.
- Identify potential customers and develop the relationship.
- Execute profitability analysis to enable market related response to rate inquiries
- Facilitate effective execution of, and follow-up on, client satisfaction surveys
- Revenue & yield opportunity reviews
- Doing customer acquisitions
- Using CRM: Sales Force.
- Market & customer understanding
- Building long term relationships and capable of maximizing the value of the customer portfolio

Client Coordinator

Main responsibilities:

- Managing and organizing all correspondence between the sales executives and customers
- Updating customer data or records using CRM
- Keeping track of all visits and sales via CRM
- Developing strong professional relationship with internal department and clients
- Providing sales support to sales executives and other team members
- Maintaining and updating accurate records of all sales
- Performing administrative sales duties
- Contacting customers with any queries or issues related to service or product

Customer Service Executive

Main responsibilities:

- Communicating clearly, both oral (via phone) and email (written)
- Handling various client's requirement after sales service via phone.
- Documentation and booking handling.
- Handling in the best interest of both customer and company.
- Suggesting improvements to the various communications by the company (eg. website).
- Provides high quality customer service, makes sure that all requests are duly addressed.
- Ensuring proper handling and circulation of customer documents in respect export activities.
- Preparing reports according to the corporate procedures/SOP's

## SKILL

- Marketing strategy.
- Social media strategy.
- Online campaign.
- Marketing automation.
- Event management.
- Media relations.
- Press release.
- Corporate communications.
- Brand awareness.
- Branding.
- Brand activation.
- Copywriting.
- Customer relations

## LANGUAGE

- English, bussiness proficiency - oral & written.
- Italian, bussiness proficiency - oral & written.
- French, bussiness proficiency - oral & written.
- Spanish, daily use - oral & written.
- Korean, basic - oral & written.

## EDUCATION

### French Language

Universitas Indonesia

Sep 2001 - Sep 2004

### AFS Exchange Student

Liceo Ginnasio Statale D. Manin, Cremona - Italy

Sep 1999 - Sep 2000

### High School

SMU Negeri 3 Semarang

Jul 1998 - Jul 2001

## QUALIFICATIONS

### PUBLICATIONS:

- Maersk is keen to boost Indonesia's furniture trade, Jan 2016

<http://www.maersk.com/en/markets/2016/01/maersk-is-keen-to-boost-indonesias-furniture-trade>

- The coffee journey, Nov 2014

<http://www.maersk.com/en/the-maersk-group/about-us/publications/maersk-post/2014-5/the-coffee-journey>

### SOCIAL MEDIA

- Social media manager for Polyglot Indonesiacommunity([www.polyglotindonesia.org](http://www.polyglotindonesia.org))

### ACTIVE COMMUNITY MEMBER

- Italian and Spanish coordinator, PR and social media manager for POLYGLOT INDONESIA COMMUNITY (A cross culture and language enthusiast community:[www.polyglotindonesia.org](http://www.polyglotindonesia.org)), 2014 – present

### ACTIVE TRANSLATOR

- Daily Social ([www.dailysocial.net](http://www.dailysocial.net)), an Indonesian tech startup media
- MIKTI (Masyarakat Industri Kreatif Teknologi Informasi dan Komunikasi) Competition collaboration with Square Enix Holdings Co., Ltd. (株式会社スクウェア・エニックス・ホールディングス)

## INTERESTS

- Language

- Digital marketing
- Marketing & PR
- Social Media