

Curriculum Vitae



DEDI FAHRULI, B.Arch, MM

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SUMMARY OF SKILLS & EXPERIENCE

Marketing post graduate degree and Architect degree holder; Experienced in B2B & B2C Marketing - Branding Management, Business Development, Retail and Modern Trade, Channel Management, Architectural Design, Customer Relationship Management, Service Quality Management, Building Materials & Project Coordinator since 2002; Worked as Branding Solution, Senior Architect, Project Architect and Project Coordinator in Design and Build Contractor and Architect Consultant Firm

EDUCATION

- M.M. Strategic Marketing, Bina Nusantara Business School, Jakarta, Indonesia, 2012
- Bachelor in Architect, University of Trisakti, Jakarta, Indonesia, 2002
- High School Certificate, SMU 70, Jakarta, Indonesia, 1995.

TRAINING

- Autodesk AutoCAD level 1 & level 2 at Jakarta Design Center, Jakarta, 2001
- Autodesk 3DMax at Digital Studio, Jakarta 2001
- Autodesk Revit level 1 & level 2 at Authorized Autodesk Learning Center, Jakarta, 2003
- Time Management at Holcim Academy, Gunung Putri, 2009

- Training To Trainers at Holcim Academy, Gunung Putri, 2010
- Effective Interpersonal Skills at M-Knows Consulting, Gunung Putri, 2012
- Marketing Audit and Planning 2015 at ETNOMARK (Ethnography Marketing Solution) Consultant, 2014

PROFESSIONAL EXPERIENCES

Marketing Manager

Thermax Limited, Jakarta, 2015– Present.

- Anchor MIS & Facilitate Annual Business Plan / Strategic Business Plan
- Anchor Market Research Activities, Analyze the Reports and Emerging Trends
- Surf the Industry Reports, Trade Magazine to Capture Emerging Market Information and Generate Leads.
- Study and Analyze Competition in Terms of Orders, Business Model, New Markets and Products, Market Share Analysis, Financial Health Assessment
- Develop Network and Work Closely with the Industry Association, Government Regulatory Bodies, Industry Leaders to Support Sales Team with New Market Developments and In Lead Generation
- Coordinate with the Team in Head Office for Designing Marketing Collaterals In Line with Country Requirements
- Plan and Deploy Marketing Activities within the Agreed Budget to Build and Improve Brand Visibility
- Advise Country Manager on New Emerging Trends for Improving Brand Visibility within the Country
- Work Closely with the Financial Institution to Understand Investment Trends and Financial Closures for Various Projects

Marketing Manager

PT. Rusli Vinilon Sakti, Jakarta, 2013 – 2015.

- Developing, planning, budgeting and review Marketing and Branding strategies
- Developing, planning, budgeting and review Corporate Value Added Services strategies
- Developing, planning, budgeting and review Customer Loyalty strategies
- Developing Marketing strategies in Traditional / Retail Market

- Developing Sales and Marketing strategies in Modern Market
- Developing Technical Marketing strategies to support Sales Department
- Develop communication and promotion strategies for internal and external parties
- Monitoring and review all marketing and branding implementation based on marketing and branding strategies
- Maintaining branding compliance on all marketing and branding activities
- Maintaining network and channel to ensure market achievement and also monitoring product availability
- Developing branding identity and compliance

Branding Solution

Holcim Indonesia, Jakarta, 2007 – 2013.

- Developing, planning and review marketing and branding strategies based on internal and external factors and data
- Development, creating, execution, monitoring & review all marketing and branding implementation based on marketing and branding strategies
- Maintaining branding compliances on all marketing and branding activities
- Maintaining network and channel to ensure market achievement and also monitoring product availability
- Maintaining communication and work closely with clients to understand their objective and needs – and formulate creative solution for them.
- Responsible for developing design retail SolusiRumah and CPM SolusiRumah
- Responsible for deliver training to SolusiRumah Retail and CPM key personnel
- Budgeting, planning, and review all the brand activities within Holcim – SolusiRumah
- Supplying weekly updates to department colleague.
- Developing branding and design standard and assessment tool.
- Assessment and feasibility study of the projects
- Franchise business site assessment to ensure that designated business site will perform, increasing walk-in customers and gain profit
- Preparing branding tender documents and evaluate the quotation
- Coordinating and evaluate branding vendors performance

Senior Architect

PT. Ahara Prima Design, Jakarta, 2007.

- Developing project and present the concept to clients and gain their confidence
- Develop strategy and action plan for internal party regarding to the project
- Responsible for design implementation of the project
- Providing report to Board of Directors regarding the project on going
- Plan, direct and coordinate subordinate Architects on the projects
- Developing communication to clients thru material boards
- Planning the budget of the project and present it to Board of Directors and clients
- To make sure that all designs are implement perfectly in the project

Senior Architect

DESIGN & /de'sain/, Jakarta, 2004 – 2007

- Developing project and present the concept to clients and gain their confidence
- Develop strategy and action plan for internal party regarding to the project
- Responsible for design implementation of the project
- Providing report to Board of Directors regarding the project on going
- Plan, direct and coordinate subordinate Architects on the projects
- Planning the budget of the project and present it to Board of Directors and clients
- Designing and preparing "Design and Company Color Guideline" of certain project
- Researching for client references as a main guideline for the clients' vision objective towards the final project
- To make sure that all designs are implement perfectly in the project
- Served as a client service on the project to make sure the clients' amenities are fulfilled

Senior Architect, Project Architect and Project Coordinator

PT. ZarwinCiptaGraha, Jakarta, 2003 - 2004

- Developing project and present the concept to clients and gain their confidence
- Develop strategy and action plan for internal party regarding to the project

- Responsible for design implementation of the project
- Coordinating between colleagues and Mechanical Electrical Engineer and Structure Engineer on the projects
- Providing report to Board of Directors regarding the project on going
- Plan, direct and coordinate subordinate Architects on the projects
- Planning the budget of the project and present it to Board of Directors and clients
- Designing and preparing "Design and Company Color Guideline" of certain project
- Researching for client references as a main guideline for the clients' vision objective towards the final project
- To make sure that all designs are implement perfectly in the project

Junior Architect

PT. GriyasaktiCaturtama, Bogor, 2002

- Developing shop drawing and particular designs made by the architects or designers

ORGANIZATIONAL EXPERIENCES

- Member of Himpunan Mahasiswa Arsitektur, University of Trisakti, Jakarta, 1998
- Member of Senat Fakultas Teknik Sipil dan Perencanaan, University of Trisakti, Jakarta, 1999