



## HASAN RAMDAN

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Phone Number : +628111091099.

Place/Date of Birth : Bandung, 29 April 1988

### PERSONAL STATEMENT

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**Young and passionate** marketer who believes that life is **to leave legacy**. **Achievement-oriented** performer who offers key achievements in managing multiple product brands and activation in automotive lubricant industry in Indonesia, rest of South East Asia and Middle East. **Extensive communication and influential** skill to collaborate with senior executive in developing marketing strategy. **Versatile team-builder** in leading the project team that include cross-functions, agencies and partners to achieve excellence in execution. **Open-minded** to new challenges and ideas in the spirit of creating breakthrough and innovation.

### CAREER HISTORY

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#### **ASEAN Product Manager Cars and Bikes**

**October 2015 - Present**

##### **BP Castrol Asia Pacific Ltd. Greater Jakarta**

- Lead projects including product range launches & re-launches, product additions and deletions building the project plan, driving the project from initialization to launch and evaluation, working closely with Country Activation, Technology and Supply Chain. Market scopes are Indonesia, Malaysia, Singapore, Thailand & Vietnam.
- Succeeded to lead the [key product launches across ASEAN](#) in 1H 2016 : (1) Castrol POWER1 Scooter Full Syn in Vietnam, (2) Packaging Refresh of MAGNATEC Stop Start across ASEAN, (3) New Scooter Gear Oil launch across ASEAN, (4) MAGNATEC OW20 in Indonesia and (5) POWER1 Racing launch in Thailand and Malaysia.
- Deliver specific BTL product marketing materials, working with the local agency and with inputs from multiple stakeholders.
- Monitor implementation of progress vs. agreed KPIs for overall brand and key projects.

#### **Regional Brand Manager Middle East (International Assignment)**

**June 2015 – September 2015**

##### **BP Castrol Middle East. United Emirates Arab**

- Managing product portfolios and led brand activation of Cars and Trucks engine oil products across 11 countries in Middle East region that covers UAE, Kuwait, Qatar, Bahrain, Iraq, Egypt, Jordan, Oman, Lebanon and Afghanistan
- Developed and led the implementation of consumer promotion for Castrol MAGNATEC and Castrol EDGE to achieve [50% incremental sales compare to the plan](#)
- Developed customer loyalty platform for BP Visco brand in lead market to maintain key customers and build sustainable trade program
- [Launched \*castrol.com/arabia\*](#) to align with global content strategy and adopting the content in both English and Arabic
- Managed always-on social media campaign to improve engagement plan
- [Led New Product Launch](#) of Castrol MAGNATEC Stop Start through a collaboration of cross functions : Technology, Supply Chain, Finance & Sales Team

#### **MCO Brand Manager**

**December 2013 – May 2015**

##### **BP Castrol Indonesia. Greater Jakarta**

- Developed and implemented country brand plan for Castrol POWER1, Castrol ACTIV Matic and Castrol ACTIV 4T to achieve volume, turnover and gross margin target.
- Championed digital strategy for Castrol POWER1 through influencer marketing and social media marketing and achieved [top 10 highest Facebook fan-based](#) among automotive category in Indonesia based on Socialbakers.
- Led integrated campaign titled *Legendary Bikers & Tour of Indonesia* as part of *Acceleration of Nation* movement that was [recognized as the official tourism campaign from Minister of Tourism in Indonesia](#) followed by 12,000 mobile app downloads, 86 million impressions in digital, 1.3 million views on YouTube at lowest cost per view and USD 300K million PR value. As the result, the [brand pyramid score was improved at Awareness, Acceptance & Advantage level](#)
- Developed and implemented 360 degree campaign for mass brand that covers ATL & BTL that contribute the [significant improvement to brand pyramid at all levels](#).
- Generated country marketing review report and analysis for brand performance review to country and regional leadership team
- Led a collaboration creative, digital and media buying agencies as partners to execute the campaign

- Managed the [efficiency of marketing investment](#) and worked with research agencies to analyze the effectiveness in relative to sales

#### **MCO Brand Executive (Graduate Program Final Assignment)**

**Feb 2013 – November 2013**

##### **BP Castrol Indonesia • Greater Jakarta**

- [Led New Product Development](#) project to cater significant growing of scooter oil market by launching Castrol ACTIV Matic along with integrated marketing communication
- [Achieved exceeding volume](#) performance that contributed 50% to the total volume growth (+36% vs 2012) through new product launch
- Succeeded to [drive distribution up to 5000 outlets](#) across Indonesia and generate over [20,000 1-on-1 product education](#) to consumer and [12,000 product trial](#) within 3 months of launch
- Led the implementation of integrated digital and traditional media placement to generate awareness of Castrol ACTIV Matic
- Developed and implement You Tube campaign for Castrol Power1 and reached [1 million views](#) among Asia Pacific

#### **Marketing Graduate Trainee**

**November 2011 – February 2013**

##### **BP Castrol Indonesia. Greater Jakarta**

- Constructed market analysis of passenger car and motorcycle oil market
- Demonstrated ability to understand long term business strategy by developing 5 years strategy for Castrol Indonesia
- Led a launching event for new product launch : Castrol Magnatec & Castrol Activ 4T
- Developed distributor business model to meet standard ROI & Capital Turn
- Constructed trade spending efficiency analysis to develop efficient business process within sales and marketing organization

#### **EDUCATION AND TRAINING**

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##### **Bachelor of Science in Chemistry**

**(Graduated in 2011)**

Bandung Institute of Technology

Academic Publication

Site : Institute of Electrical and Electronics Engineers

Title : Temperature dependent study of Bi<sub>2</sub>V<sub>1-x</sub>Ga<sub>x</sub>O<sub>5.5</sub> (x = 0.1 and 0.15) oxides

##### **Training**

##### **Leadership:**

- Managing Essentials for First Level Leader : Improving Personal Performance
- AIESEC Singapore Leadership Conference
- AIESEC New Zealand Leadership Conference
- Castrol Leadership Development Program

#### **COMMUNITY INVOLVMENT**

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- Forest Bird and Waste Resource Trust, International Volunteer, New Zealand, July – August 2011
- Indonesia Ambassador, AIESEC Auckland, New Zealand, June 2011 – August 2011
- Cultural Project Officer, AIESEC LC Bandung, January 2010 – July 2010

#### **RECOGNITION**

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- Special awarded a Spot Recognition Award, to recognize significant contribution in developing Indonesia Strategy Review 2012-2017, Castrol Indonesia.
- Special awarded a Spot Recognition Award to recognize significant contribution in developing communication pack of Joint Business Planning with Distributors, Castrol Indonesia
- Special awarded a Spot Recognition Award to recognize significant contribution in developing the campaign “*Acceleration for Nation*”

#### **REFERENCES**

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by request