

FADHIL SETYA PRATANDA

CONTACT

BOGOR, Jl. Mayjen Ishak
Djuarsa, Kutilang 4 No. 238, Jawa
Barat 16118
JAKARTA, Jl. Masjid Pedurenan
5, No. 22 Karet Pedurenan,
Jakarta Selatan 12940

E-mail: fadhil.sp@gmail.com
Website: <https://id.linkedin.com/in/fadhilsp>
Phone: +6281213304838

QUALIFICATIONS

Key Competencies :

1. Digital Marketing Campaign & Strategy (Email Marketing, Social Media Marketing, SEM, Multimedia Marketing, CRM, Blog and Official Website)
2. Marketing Content & Media production including website, digital brochure & online banner, slide presentation and video advertisement
3. Marketing Research, Analytics and Communication of International financial product (Insurance and Investment)
4. Citibank Retail Banking Investment Product Certification (Mutual Fund, Bonds, Insurance, etc.)
5. General Market and Finance Business Core
6. Client Relationship Management of expatriate and local, both is existing and potential
7. Client Account Management via Linkedin account profile
8. Business Development of expanding British Financial Consulting & Property Company in Indonesia
9. English proficiency (current official ITP TOEFL score : **570**)
10. Microsoft Office (Ms. Word, Ms. Excel, Ms. Powerpoint, Ms. Project, Ms. Visio)

WORK EXPERIENCE

GMS Financial (Global Management Services)



May 2015 — Present

ASSISTANT MARKETING MANAGER

Delivering digital marketing analytics, strategy, communication and campaign to our expatriate and local clients.

Assisting all expatriate managers and consultants to develop business and marketing activity for all of our investment and insurance products.

Engaging with numbers of international business partner as part of selecting profitable financial solution for our expatriates client.

Handling promotional approach as well as application process of offered insurance and investment products partner.

Preparing and producing all marketing materials, including brochure, video and slide presentation.

Gower & Mae



May 2015 — Present

PRIVATE CLIENT MANAGER

Property company partner of GMS Financial (Global Management Services).

Developing and researching new business opportunity in Indonesia market for UK Property investment.

Promoting selected property assets to local Investor through Digital Marketing Campaign including Linkedin and Mailchimp.

Delivering consultative Marketing Communication to analyze client's investment profile

and appetite.

Citibank, N.A. Indonesia



May 2014 — Dec 2014

MANAGEMENT TRAINEE OF CITI CONSUMER DEVELOPMENT PROGRAM

Deliver and update latest trend of banking technology to provide optimum customer satisfaction including online banking and digital branch.

Conduct and establish mutual relationship among Citibank corporation, client, customer and stakeholder.

Identify and analyze market trend to align best financial option for Citibank comprehensive business partners.

Introduce, present, and recommend various investment products to fulfill diversification of client needs and customer experience.

Lionbridge Technologies, Inc.

March 2013 — March 2014

GOOGLE INTERNET ASSESSOR PROJECT

As one of Indonesia Representatives;

Improving the quality of Google search engines by evaluating local internet search result.

**National Department of
Communication and Information,
Bandung, West Java, Indonesia**

August 2010 — September 2010

INTERNSHIP (position : Network Administrator)

**PT. Telekomunikasi Indonesia
Tbk, North Jakarta, Indonesia**

July 2008 — August 2008

INTERNSHIP (position : Data and Internet Service)

EDUCATION

**Informatics Engineering Major,
Bachelor Degree**

August 2007 — August 2012

Telkom Institute of Technology

Science Study

July 2004 — July 2007

Senior High School 1 Bogor

General Study

July 2001 — July 2004

Junior High School 1 Bogor

INTERESTS

Business and Finance, Digital Start-up, Digital Marketing, Marketing Communication, Global Market, Retail and Corporate Banking, Information Technology, Internet, News, Mass Media, International Issue, Current Affairs, Digital Media, Social Media, Visual Communication, Graphic Design, Online Article and Publication, Literature, Art

REFERENCES

Mrs. Anne Mariane

Retail Banking Academy Head
(Vice President)

Citibank, N.A. Indonesia

DKI Jakarta

E-mail : anne.mariane@citi.com

Mrs. Vera Suryani, ST., MT.

Lecturer of Computer Science Major
Telematics Working Group
Telkom Institute of Technology
Bandung, West Java
E-mail : vra@ittelkom.ac.id