



Dear Sir or Madam,

I am writing in response to the opening position in your company, which I strongly believe is suitable for me. I enclose my CV for your consideration.

As you can see, I have had extensive work experience in top companies in its sector:

- **Lazada** : Biggest E-commerce company in South East Asia
- **McKinsey & Co.** : No.1 consulting company in the world
- **Home Credit Indonesia** : One of the largest multi-finance company in Indonesia.

All of those giving me varied skills and ability to work with many different types of people, role, and job function in different types industry.

I have lots of ideas for innovation and enthusiasm to develop the business with my excellent management and analytical skills .I also have keen eye for detail, flexible, quick to pick up new skills and eager to learn all of which should make me an ideal candidate for this position.

Thank you for taking the time to consider this application and I look forward to hearing from you in the near future.

Best regards,



**Mario Simorangkir**



# Mario Simorangkir

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☎ : +62 812 800 590 11

*An organized, detail-oriented, and conscientious self-starter, able to strategize and prioritize effectively and efficient in fast-paced multitasking environments to accomplish multiple tasks.*

*Flexible and analytical with a keen eye for details; skilled at synthesizing and editing information to achieve overall objectives.*

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## PERSONAL DETAIL

**Place & Date of Birth** : Jakarta, 30 September 1989

**Home Address** : Jl.Kenari 5 No.9 Bintaro Jaya Jakarta Selatan

**Marital Status** : Single

**Religion** : Christian

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## EDUCATION



**ABFI INSTITUTE  
PERBANAS**

### ASIAN BANKING & FINANCE INFORMATICS INSTITUTE PERBANAS

Majoring in Finance and Banking Management

GPA : 3.53

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## SKILLS



**QlikView**



**English proficiency:** Fluent

**Microsoft Office Management Software:** Excel, PowerPoint , Word , Publisher , Access

**Financial & Accounting Software:** AutoCount and Zahir

**Graphic Designs :** Adobe Photoshop , Illustrator , Movie Maker , Macromedia Flash

**Other :** SalesForce and QlikView

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## AREAS OF EXPERTISE

- Business Development & Intelligence
  - Planning and Analytical
  - Sales Management
  - Digital Marketing
  - Commercial
  - E-Commerce Management
  - Financial Modelling , Forecasting , Budgeting , Pricing and Costing
  - Vendor Management
  - Accounting
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## WORKING EXPERIENCE



### **Lazada Indonesia**

Business Nature : E-Commerce

Headquarter : Singapore

Role : Commercial Controller (June 2015 – March 16)

Project Finance Manager (March 2015 – May 2015)

#### **Company Overview:**

The undisputable No. 1 online destination site in South East Asia (Indonesia, Malaysia, Philippines, Thailand, Vietnam and Singapore) with more than 6.000 sellers and 2 million listed SKUs. Backed by Rocket Internet, Tesco, Temasek, Kinnevik, Summit Partners & J.P. Morgan Asset Management and Alibaba.

#### **Job Description**

##### **Commercial Controller (June 2015 – March 2016)**

- Work closely with Chief Commercial Officer in all aspects of commercial activities
- Provide analytical supports in order to improve the processes and outcome. (merchandising , sales , digital marketing , pricing , inventory , campaign, partnership , non-core revenue)
- Financial modeling for monthly forecast, budget and analysis of key ratios :
  - Conversion rate , customer acquisition cost , cost to income ratio ,cost per order, average order value , AIV , items per order , PPV ,cancelation rate , repeating customer.
- Collaborate with Budget and Reporting Manager in preparation of monthly financial statement.
- Ensure accurate report and provide analysis for sales, gross profit margin and profitability by products and channels, to support the management in taking business decision
- Collaborate with Campaign Management Team and Head of Revenue Management on regular and special campaign .Devising digital marketing strategies to drive online traffic aiming to increase the revenue.

- Monitor effective benchmarks for measuring the impact of campaigns (Digital Marketing Campaign – SEO, Paid Ads, etc.) .
- Supervising partnership team (Account Executive): Legal requirement, preparation of quotation, media plan, billing & invoicing and monitoring the progress through Salesforce.
- Analyze, review, and report on effectiveness of campaigns in an effort to maximize results.
- Product pricing analysis: analyzing product price points and positioning vs competitor.
- KPI setting and evaluation of all commercial team (vendor acquisition ,vendor relation ,category manager , category director , merchandiser ,head of sales )
- Performance management : ensure that each action can be measured on a concrete outcome (volume performance, campaigns, sales activity levels etc) and calculate monthly incentive based on their achievement
- Business Process Review - assess the current performance of each function and identify areas of improvements in efficiency and effectiveness
- Identifying cost saving opportunities , automation and efficiency gain
- Business performance presentations for senior management
- Supporting CCO in analyzing and preparing quarterly and monthly key priorities

#### **Project Finance Manager (March 2015 – May 2015)**

- Initiate and monitoring projects which will lever sales and define the profitability roadmap of the whole group towards a potential IPO
- Define the scope of the project in collaboration with senior management
- Create a detailed work plan which identifies and sequences the activities needed to successfully complete the project
- Determine the resources required to complete the project
- Develop a schedule for project completion that effectively allocates the resources to the activities
- Coordinate internal resources for the flawless execution of projects

- Mainly responsible in managing various projects with cross functions and department
- Wide variety of analysis of financial statements.
- Ensure that all projects are delivered on-time, within scope and within budget
- Measure project performance using appropriate tools and techniques
- Report and escalate to management as needed
- Create and maintain comprehensive project documentation



PPF Group N.V.

## Home Credit Indonesia

Business Nature : Multinational Financing Company  
 Headquarter : Prague, Czech Republic  
 Role : Assistant Financial Planning & Analytical Manager (Mar 14 –Feb 15)  
 Financial Analyst (May 2013 – March 2014)

### **Company Overview:**

Home Credit Indonesia (established on February 2013 is member of Home Credit Group International which is a leading mass market consumer finance provider with € 8.5bn of assets which was established in 1997 in the Czech Republic. Since then it has experienced considerable growth in the Czech Republic, Slovakia, Russia, Belarus, Kazakhstan, China, India, Indonesia, Vietnam and Philippines. With 52,200 employees serve more than 40 million customers. The company focus on lending to consumers seeking purchases of durable goods.

### **Job Description**

- Effectively worked with CFO and Head of Controlling in preparation in preparation of annual forecast, budget, cash flow projection and profitability projection
- Ensure outlook of trends, market shift and performance shift are reflected accordingly in forecast.
- Financial impact analysis to support management actions
- Prepare and publish timely monthly financial statements and regulatory reporting
- Create Break Even Point & Lifetime Value Profitability Analysis on monthly basis.
- Comprehensive set of analysis for each product/project which will be launched: BEP, profitability, IRR & ROI, sensitivity scenario test, etc.



PPF Group N.V.

- Create complex financial models to structure employee financial incentives and thereby efficiently matching company and individual performance
- Responsible for preparation & evaluation of cost center report.
- Review and analyze procurement proposal to identify cost saving opportunities
- Variance Analysis: comparing and analyzing actual results with plans and forecasts. Investigate the cause and deliver tangible plan to reduce the cost
- Delivering recommendation to management based on analysis of monthly financial report in order to achieve company's financial objective.
- Recommends actions by analyzing and interpreting data and making comparative analyses; - qualitative and quantitative
- Provide structured management reporting
- Ad Hoc Analysis:
  - Pricing Strategy ,Internal Rate of Return and ROI ,Sensitivity Test, Product Approval Process Proposal , Monthly and Weekly Business Review , Cash Flow Forecast , User Acceptance Test, 4 Blockers



## McKinsey & Company

Business Nature : Multinational Management Consulting Firm  
Headquarter : New York City, USA  
Role : Project Assistant  
Working Period : 2012 –2013

### Company Overview

McKinsey & Company, Inc. is a global management consulting firm headquartered in the U.S. The firm serves as an adviser to businesses, governments, and institutions.

### Job Description

- Direct involvement in meeting with clients and conveying the key messages to the team
- Develop and maintain project deliverables under the direction of the project manager
- project director
- Respond to requests for information from members of the team
- Prepare meeting materials, including reports, presentations and agendas
- Ensure all the tasks will be deliver in timely manner according to the timeline



## Tritunggal Premium Group

Business Nature : Retail, Service & Entertainment  
Headquarter : Jakarta, Indonesia  
Role : Finance Supervisor  
Working Period : 2010 –2011

- Processing payments and documents (invoices, journal vouchers, employee reimbursements et cetera)
- Enters, updates, and/or retrieves accounting data from automated systems.
- Posting financial data to appropriate accounts in our accounting software.
- Preparing financial statements including income statement, balance sheet, and statement of cash flows
- Maintaining accounts payable, accounts receivable, and payroll accounts
- Maintaining employee files and payroll records
- Preparing invoices and purchase requisitions.
- Posting to the accounting software program; maintaining banking relations
- Cash management including preparing wire transfers and maintain sufficient petty cash balance for daily operational expenses.



## FAME 74

Business Nature : Retail, Service & Entertainment  
Headquarter : Jakarta, Indonesia  
Role : Associate Store Manager  
Working Period : 2008 –2009

- Formulate marketing and sales strategy to attract customer, improve brand image and awareness and boost sales
- Managing, organizing & supervising all employees.
- Presenting monthly business review and recommending strategy for following months with stakeholders.
- Responsible with monthly report
- Maintaining good relation with press or reporter