

CAREER OBJECTIVE AND GOALS

- Accomplished Business Professional with valuable experience in all areas, currently looking for a new direction and challenge, seeking to continue use of my professional background in a new area, excited about the challenges, possibilities and total contributions to the organization.
- To obtain a position that will enable me to use my strong organizational skills, educational background, and ability to work well with people.
- Improve my technical skill and maximize my management skills with quality assurance, program development, and training experience.
- Create integrated strategies to develop and expand existing Customer Research, brand/product evolution, and media evaluation to improve business.

WORKING EXPERIENCE

KFC Indonesia – Industry: QSR F&B (September 2015 – Present)

Head of Marketing Service - Marketing Services

- Lead Marketing Service Department report to GM Marketing, Lead of Marketing Services team (Research,Budget,Purchasing and Consignment).
- Manage marketing research and survey to provide strategic research analysis including internal and external resource and Identify market opportunities by analyzing consumer behavior, habit and profiling the consumer, Providing insightful business analysis to Directors and their teams.
- Support the business in the Driving Growth Initiatives. Evolve the function from tactical to strategic with a continuous emphasis on supporting the needs of the GM Marketing and his direct management team.
- Manage and Administration Marketing budget (MAPEX, CAPEX and OPEX for Marketing) and Initial Finance point of contact for marketing Department. Key finance support for Marketing Spending, including financial forecast, and working with Campaign owners to ensure strong budgetary controls exist.
- Manage and Control marketing purchasing for items required by marketing team (ex: Poster, POP, Banner, Toy etc)
- Manage and control 3rd party consignment for Banking and Online Vendor partnership

DANONE Indonesia – Industry: FMCG (October 2013 –September 2015)

Business Solution Manager Sales & Marketing – Digital Marketing and System Analyst

- Manage digital asset and digital marketing, organize DANONE's vendor and agency to deploy and maintain compliant standard in DANONE Indonesia.
- Manage small teams (cross-functional or direct reports) also external partners (i.e. agency and vendor) and monitor the services delivered by a provider.
- Ensure marketing applications day-to-day execution and efficiency in compliance with standards.
- Lead digital and marketing projects, manage budget, and manage planning

Nestle Indonesia - Industry: FMCG (October 2012 – September 2013)

BAS (Business Applications System) –Digital Media and System Analyst

- Manage digital media and digital marketing, organize vendor and agency to deploy and maintain compliant standard in Nestle Indonesia.
- Review new technologies and keep the company at the forefront of developments in digital marketing.
- Overseeing the social media strategy for the company.
- Coordinating the data privacy and security aspects
- Coordinating roll-out and support of global/regional solutions-provide technical guidance and expertise to the business

Nestle Indonesia - Industry: FMCG (August 2009 – November 2012)

BAS (Business Applications System) –System and Programming Analyst

- Plan a system flow from the ground up, designs IT solutions and business application to improve business efficiency and productivity.
- Interact with customers to learn and document requirements that are then used to produce business requirements documents. Identifying options for potential solutions and assessing them for both technical and business suitability. And also overseeing and testing the implementation of a new system.
- Comprehensive database management, analyst and maintain Data warehouse in Vendor Management Inventory (VMI), Promo Plan, Distributor Business Management and Budget status report (BSR).
- Produce outline designs and costing of new systems, specifying the operations the system will perform, and the way data will be viewed by the end-user.

Nestle Indonesia - Industry: FMCG (May 2009 – July 2009)

IT – Web and Database Developer

- Develop system and Web, using ASP.NET 2.0 and also build and maintain database structural and create store procedure, using SQL Server.
- Providing support and responding to feedback, Testing and modifying systems to ensure that they operate reliably.

PT Indonesia Media Technologies (IMT) - Industry: Software House (March 2008 – June 2008)

IT/MIS-Web Developer

- Create Web using for HR and company newsletter.



MY CORE

COMPETENCIES:

- Marketing Management
- Finance Control
- Team Management
- Digital Media and Marketing
- System Process Analyst and Development
- Policies & Procedures
- Business Application
- Agency and Vendor Relation
- Cross-functional effectiveness
- Communication/ interpersonal skills
- Media Technologies

Key of My Success:

- Integrity & Ethics
- Recognition
- Leadership
- Teamwork
- Communication & Relationship
- Continuous Improvement/Follow Up

My Personal Data

Citizenship

Indonesian

Gender

Male

Marital Status

Single

Hobby

Reading, Football, Walk



PROJECT

Nutricia (DANONE) CRM System (October-2013 to February-2014)

Members: Ali Maulahela, Johan Firdaus,Flora

Implementing CRM in Nutricia Indonesia, this System will be used by Careline (Customer Service) operations, Loyalty Programs, CRM team. User can easily to find out any activity record of the consumer, easily to process, export the data and easily to generate the report. All data change will be traced by system. Abundant logs can be used to diagnose the system problem

Consumer Marketing Automation - Single Source Consumer Data and Adobe NEOLANE (March-2012 to May-2013)

Members: Ali Maulahela, Emeraldal, Maulidia Hafmaya, Citra-Agus Damayani, Mirwais Zekrya

Design system for CRM in Nestle Indonesia, this system will be used our marketer to Improve capabilities on marketing campaign management with better monitoring campaign and effectiveness through pre-defined metrics and analytical capabilities. Neolane system will help user to Build dialogue scenarios based on consumer responses to several campaigns across multiple channels. With feature Integrate social media and mobile channels in the marketing strategy and execution of operational campaigns.

Vendor Management Inventory System (March-2010 to December-2010)

Members: Ali Maulahela, Achmad Sofyandi, Yemima Aprilia, Simon Santana

Vendor Management Inventory is system to update and mantain information about status product inventory in distributor, not only about inventory status but also distribution timing,stock cover,uplift, discontinue status allocation and estimate price transport. User can view,maintain and analyze . VMI also aims to reduce error calculation, wrong distribution and make user easy to manage distributor.

Promo Plan Tracker (January-2011 to June-2011)

Members: Ali Maulahela, Novibrata Rosaldi, Indra-D Nasution

Build and Design System for tracking promotional on sales and marketing team, System was used for tracking promotion for each brand and category. User can have visibility about status promo and manage budget promotional.PPT is the result of collaboration between Budget controller and Marketing strategic.

Milk Planning Engine (August -2012 to January-2013)

Members: Ali Maulahela, Fira Tanudjaja, Achmad Dwi Priantomo, Christophorus Hartanto

Develop Milk Planning Engine (MILPE), MILPE is an application that aims to balance and forecast between Fresh Milk production and Imported Milk. MILPE will accommodate, forecast and calculate how much factory must use imported Milk for each week; MILPE also can predict how much fresh milk required by the manufacturer.

EDUCATION BACKGROUND

2013 – 2015: Prasetya Mulya Business School (Master's degree)
MM Executive Business Management
2005 - 2009 : Bina Nusantara University (Bachelor Degree)
Majoring Computer Science

LANGUAGE SKILLS

English
Professional working proficiency
Indonesian
Native or bilingual proficiency

TRAINING & CERTIFICATION

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|---|------|
| ● HP ITIL Race to Result Service | 2015 |
| ● Ad-Tech Digital Workshop (Singapore) | 2013 |
| ● Digital Workshop | 2012 |
| ● LIA Preparation Course for the TOEFL Test | 2010 |
| ● LIA Conversation class, Level 2,3,4 & 5 | 2011 |
| ● SAP Fundamental - SAP01 - SAP Overview | 2009 |
| ● Cisco Certified Network Associate (CCNA) | 2008 |
| ● Cisco Training BINUS CENTER | 2008 |
| ● Logical and Visual Programming with Microsoft Visual Basic .NET | 2008 |

SKILL

- Identifying the client organization's needs
- Identify market opportunities by analyzing consumer behavior, habit and profiling the consumer
- Drawing up plans for a modified or replacement for better business process
- Carrying out feasibility studies of proposals and making recommendations
- Manage and Forecast the marketing budget and Control Budget
- Negotiation and partnership with 3rd Party
- Digital media and marketing
- ERP - SAP (R/3, APO, SAP CRM)

