



JENNY

Dwi Warna A1 No. 47, Jakarta Pusat 10750, Indonesia
Home: +62-21-6595860 / Mobile Phone: +62-811-1048112
lie_jenny@hotmail.com

PERSONAL DATA

Place & Date of birth : Jakarta, December 28th, 1978
Age : 36
Nationality : Indonesian
Gender : Female

EDUCATION

1991 – 1994 : St. Joseph Junior High School, Jakarta.
1994 – 1997 : St. Joseph Senior High School, Jakarta.
1997 – 2000 : Center for the Development of Tourism Atma Jaya majoring at Hotel Management Skills (Hospitality Industry).

CAPABILITIES

Computer Skills : Microsoft Office.
Languages : Indonesian, English.

OBJECTIVES

To pursue a highly rewarding career, a job in challenging and healthy work environment where I can utilize my skills and knowledge efficiently, also provides me job satisfaction and self-development and help me to achieve personal as well as organizational goals.

WORK EXPERIENCES

November 2014 – June 2015:

PT. Microsoft Indonesia as Local Device Partner (LDP) Program Manager

Job descriptions:

- Build strong relationship with LDP in driving together the partner sell-in and sell-through achievement.
- Maintaining consistent communication with LDP regarding new products and promotion programs.
- Lead and drive the execution of the LDP retail & promotion program and marketing activities to make sure the highest program result achieved.
- Provide regular training on licensing and technology update on Microsoft products.
- Identify new sales opportunity for LDP partners within the territory / region.
- Develop LDP's technical competencies.
- Evangelizing Microsoft products and encourage partners to use or sell genuine software only.

Achievements:

Managing marketing fund for 3 local device partners worth of US\$ 465k with activities such as; product launching (press conference), dealer gathering, training, seminar, tradeshow, advertisement, billboard, TVC, website, POSM & product activation campaign.

April 2014 – November 2014:

PT. Microsoft Indonesia as OEM Channel Marketing

Job descriptions:

- Work independently with OEM/RSM team in Consumer Channel Group to understand the requirement for channel sales programs for System Builder Channel (SBC), PC Reseller and Distribution.
- Managing the internal process of program planning (IOs, POs), approvals process, funding administration, finance reporting and legal documentation of all sales program within OEM – CCG.
- Tracking program performance and funding usage of all channel marketing program, ensure funding usage optimization.
- Required to do analytics to gain business insights of the sales out and sell in behavior of the channels, able to provide feedback for program improvement.

Achievement:

- Run & manage an incentive program for System Builder Channel in IT mall at Mangga Dua area. The first program period was only for 3 weeks, with 13 stores participant and total 346 units claimed. Second period starts from mid-August until end of September 2014 in Mangga Dua area, Ambassador Mall & Ratu Plaza, with 45 stores participant and total 1775 units claimed (August 222 units & September 1553 units).
- Manage gathering & training for SI companies at Aston Kuningan Hotel, Jakarta.
- Manage Anti-Piracy training for SI companies & resellers in Jakarta, Bandung, Yogyakarta, Surabaya & Palembang.

May 2013 – September 2013:

PT. Hewlett-Packard Indonesia as Trade Marketing

Job descriptions:

- Implement and manage joint marketing plans with key retail partners to meet business objectives and achieve best ROI.
- Liaise with Regional Trade Marketing Manager (based in Singapore) to ensure all trade marketing elements are on time and in line with processes and guidelines.
- Manage on all trade events.
- In-store: Co-ordinate, produce and distribute point of sale material where required for key retail partners.
- Support sales managers in coordinating the marketing content for retailer set up forms.
- Support sales team in the maintenance of existing retailers.
- Attend relevant retailer meetings off-site with sales managers.
- Action issues rose from field rep team.
- Periodically visit relevant stores to mystery shop compliance.
- Liaise with external suppliers and all relevant internal departments.

March 2012 – January 2013:

Fujitsu PC Asia Pacific Pte. Ltd. as Market Development Manager

Job descriptions:

- Work Closely with Country Manager, cross functional and local team to develop and execute effective marketing strategies, to deliver excellent sales objectives and to achieve consistent performance and over performance.
- Monitor financial performance and ROI of marketing activities. Develop new and innovative ways for cost effectively reaching audiences, improving media effectiveness and enhancing brand positioning.

- Manage efficient spending of assigned A&P budget, work closely with internal marketing teams to develop marketing plans, branding and sales promotions to effectively improve market share and product demand.
- Develop and execute effective tactical marketing plan to include product positioning, customer segmentation, campaigns, PR efforts, promotional plans, event strategy, marketing collaterals, case studies, etc, to drive and support sales & business development efforts.
- Ensure consistent brand messaging across all assets – product, media channels, in-store devices and materials, newsletters, digital media, etc.
- Work with internal and external stakeholders to drive overall efforts in sales acceleration, enhancements for product positioning, value and unique selling propositions for all market segments.

July 2008 – March 2012:

P.T. Techking Enterprises Indonesia

(Authorized Distributor for Toshiba Notebook & Projector, HP Notebook & PC)

As Assistant Marketing Manager

Job descriptions:

- To support and assist all sales and marketing program.
- To create marketing plan based on available budget per quarter or semester.
- To create quarterly report for principal for every marketing activities.
- To support Marketing Activities such as Tradeshow, Gathering, Press Conference, Product Launching, etc; from creating a concept, budget, proposal, and also to manage event progress from preparation, execution & reporting.
- To prepare & manage promotional materials/POP, starting from creating a concept, budgeting, plan of execution, production, deployment and reporting.
- Creating brand awareness with in shop & shop front activities for Master Dealer, Reseller and Modern Channel all over Indonesia, including Toshiba Concept Store & Service Center development.
- To support and assist cooperation with the third party such as barter program that will give the company a mutual benefit to enhance brand awareness as well as increasing sales, including working with Intel & Microsoft based on their marketing fund for supporting Toshiba's sales & marketing activities.
- To maintain media relations.

April 2007 – July 2008:
P.T. ASUS Indonesia as Marketing Executive Specialized in Event Organizer

Job descriptions:

- To support and assist all sales and marketing program.
- To create concept, proposal, estimated budget and reporting for every event.
- To prepare, handle and managing event progress such as press conference, exhibition, product launching, dealer gathering, road shows, outstation event, etc.
- To prepare all promotional materials and tools for every event.

Achievement:

- Manage EEE PC product launching at Mall Kelapa Gading with some on stage activities such as; press conference, games for kids and talk show, including direct selling with more than 200 people queuing to buy the product on the spot.
- Manage several tradeshow, gatherings, in 5 big cities in Indonesia.
- Working with other marketing team & appointed event organizer to manage Asus Game Tournament in Jakarta, Bandung, Semarang, Yogyakarta, Surabaya, Medan & final tournament in Jakarta within 2 months. I travelled to 4 cities to handle on site game tournament and managing on stage activities during the final tournament at La Piazza, Kelapa Gading, Jakarta.

August 2005 – April 2006:
Mileage Communications Indonesia (subsidiary of MarkPlus&Co)
As an Event Organizer

Job descriptions:

- To create concept, proposal and estimated budget for an event.
- To prepare and supervise all activities of pre and post event.
- To support Public Relations activities include event organizing, media relations, corporate communications, internal and external relations, and MarkPlus&Co communities' projects.

Achievement:

- 30th Anniversary of P.T. Summarecon, La Piazza, Jakarta, November 2005 (Event Organizer).
- AirAsia Indonesia Launching, Jakarta, December 2005 (Public Relations).
- Media Trip to P.T. Pancamas' factory, Malang, January 2006 (Public Relations).

November 2004 – July 2005:
Dejian Distribution Limited (now PT. Techking Enterprises Indonesia)
An Authorized Distributor for Toshiba Notebook and PDA
As Marketing Executive Specialized in Event Organizer

Job descriptions:

- To support and assist all sales and marketing program from Wholesale Channel, Retail Channel and Corporate Reseller regarding their Advertising and Promotion activities.
- To support and assist marketing support manager in setting up special event such as exhibition and product launching.
- Handle and managing event progress such as exhibition, product launching, press conference and dealer gathering and outstation event.
- To support and assist cooperation with the third party such as barter program that will give the company a mutual benefit to enhance brand awareness as well as increasing sales.
- To prepare all promotional materials and tools for every event

July 2000 – December 2003:
The Park Lane Jakarta Hotel
As Supervisor at RIVA Bistro and Bar (French Restaurant)

Job descriptions:

- To ensure that standards are consistently delivered in professional and courteous manner.
- Giving the best service to the guest according to standard procedures.
- Take any action deemed necessary to ensure guest satisfaction.
- Serve, promote and sell Food and Beverage items.
- Know the name of regular guest and long staying guest and also their preferences.
- Maintain good relationship with the guest.
- Establish and maintain guest contact with updating the regular guest list and collecting business card.
- Organizing special events: New Year's Eve, Valentine's Day, Wine Tasting, Birthday Party, Wedding Anniversary, Company Gathering, etc.
- Conducting some training about standard procedures or product knowledge.
- Preparing monthly newsletter to be distributed to regular guest list.
- To prepare monthly report to be submitted to the Food and Beverage Manager.
- Performs any other assignments as defined by the needs of the operation and/or as directed by superior.

October 1999 – April 2000:
Swiss Club Singapore as Trainee in Food and Beverage Department

Job descriptions:

- To offer guests of the restaurant an enjoyable, expertly served beverage/dining experience conforming to Swiss Club standards of excellence for quality, professionalism and friendliness.
- To serve all needs for any private dining room or private function.
- To anticipate and service of guests' requirements before requests is necessary.
- To serve and clear food and beverage items in an unobtrusive and professional manner.
- The ability to offer quick, correct, precise and friendly service that is respectful and accommodating of the guest's requests of selections and timeliness of service.
- To established procedures to ensure correct and efficient order taking while providing courteous and helpful information.

September 1998 – October 1998:
Wisata Hotel as a Trainee in Front Office Department

Operator:

- To provide general information and inquiries to all callers and is familiar with all hotel services, hours of operation, key hotel personnel, daily activities, special function, etc.
- To assist with "Do Not Disturb" request, screening call, busy extension, transferring call, forwarding call, holding call, pick-up call, call waiting, three way conversations, collect call, visitors and paging/radio equipment.
- To respond properly in any hotel emergency or safety situation.

Reception Clerk:

- To select and block rooms for arriving guests; pre-register individuals or groups.
- Handle guest problems or complaints.
- To check guests in and out of the hotel in accordance with procedures.

Reservation Clerk:

- To successfully complete a room reservation for any given time period knowing what types of accommodations, rates and special services are available.
- To process reservations, rooming lists, group blocks and travel agent discounts.