

CURRICULUM VITAE

PERSONAL DETAILS:

Febriyan Nelsya

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☎ : +6281374094455
✉ : febriyan010290@gmail.com
🌐 : Indonesian
IC(KTP)/ Passport: 1375030102900001/ A4650311
✈ : 170cm/ 64 kg
Good and Normal
Sex **MALE** | Date of birth **01/02/1990** | Religion **ISLAM** | Marital status **SINGLE**
Motto: "Pray and Do The Best"



CAREER OBJECTIVE

To become a professional employee and in a "Team" in the field of business management by using analytical and communication skills with a firm,

Specialties: Problem Solving, Analytical & Conceptual Thinking, Negotiating, Leadership skill, Strategic Planning.

EDUCATIONS

| Period | Institutions |
|-----------|---|
| 2008-2013 | Universiti Utara Malaysia (UUM) Bachelor of Technology Management (Hons.) CGPA 3.15/4.00 |

EXPERIENCES

Formal Experience

Period

2015 April – Current, at PT. Agranet Multicitra Siberkom (Detikcom & CNN Indonesia), South Jakarta as **Marketing & Business Development**

Report to: Sales Manager and Director.

- Responsible to create marketing strategist tools and new products ads to sell and update it to sales team.
- Determine the selling price, scheduling time for sponsorship campaign and promotion system to ensure the achievement of sales target (KPI).
- Responsible to coordinating and monitoring day by day package from subordinates.



- Monitoring number of inventories (Space Management ads) throughout Sales & Marketing Dept. to ensure the life of the company inventories does not exceed the predetermined target.
- Analyst and developing a marketing strategy to increase the number of customer, such as update web performances by gender location and age.
- Responsible to analysing and calculating estimation of income.
- Responsible to create and make decision to launch Special Package if needed.
- Responsible to create strategist of pricing and simulation/scheme of target sales.
- Performed general weekly meeting with marketing & sales department for update.
- Reporting sales incoming to sales manager, director & chief editorial.
- Performed any other tasks given by immediate superior, "Transmedia synergy".
- Supervise Social media campaign (facebook ads, twitter ads, and etc) in Sponsorship programs.
- Responsible for collaborating with ThirdParty ads Network in the Market for maximizing low demand inventories.

Project:

- ✓ CNN Goes To Campus With Yamaha
- ✓ Pizza Hut
- ✓ Sebarkan Kebaikan By Aqua
- ✓ Telkom Microsite In CNNIndonesia
- ✓ Indonesia Archipelago
- ✓ Kemenpar Microsite
- ✓ Oppo Camera Phone (F1 & F1 Plus Selfie)



Period

2014 Dec – 2015 March, at PT. Agranet Multicitra Siberkom (Detikcom & CNN Indonesia), South Jakarta as **Marketing Services**

Report to: Marketing Supervisor & Manager.

- Responsible to create special offer to the client and support sales to sell our product easily.
- Responsible to make offering sponsorship/ ads to agency/ clients
- Responsible to make Special Package for ads with discount more than regular discount.
- Responsible to determine the prize for sponsorship program, and calculate what the tools needed on the event.
- Responsible for weekly/ monthly sales reports.
- Supervise the event/ Sponsorship
- Performed any other tasks given by immediate superior

Period

2013 April – 2014 June at **PT. Cendrawasih Mulo Ano** (Construction), Padang, West Sumatera as Administration Staff.

- Responsible for general and daily administration, such as letters, prepared qualifications for tendering.
- Performed general accounting and made the accountancy records.
- Report to director.
- Performed any other tasks given by immediate superior.



Internship

Period

2012 (6 Months) July- Dec. Delta Maintenance Services Sdn. Bhd, Account Assistant & Receptionist (Hotel Laman Seri), Selangor, Malaysia.

- Responsible to key in the datas from customers who want to check-in and check-out into PC, and welcome them with well.
- Performed general accounting and admin duties.
- Assisted in the day-to-day operations and activities of the accounts and admin department.
- Maintenance of proper transaction records and filing system.
- Performed any other assignments given by immediate superior, like, make an audit for each Hotel's room, and managed controlled the event.
- Supervised event in ballroom and hall for buffet.
- Responsible to offer condominium units to foreigners as well that wants to stay long.

Part-Time



Period

2011

Job Description

Position : Food Handler (Cold Kitchen)

Organization : Convex Malaysia SDN BHD
KLCC (Kuala Lumpur Convention Center)

2010

Position : Waiter

Cafe : Padi House

PROJECTS

In College

| Period | Activity |
|---------------|--|
| 2011 | Position : Logistic Bureau Coordination Program : Strategic Management Seminar Organized by : Technology Management Association UUM |
| 2011 | Position : Bureau of Accommodation Program : ASEAN Youth and Community Festival Organized by : UUM Indonesian Student Association |
| 2011 | Position : Security Bureau Program : Visit MODENAS (Motosikal dan Enjin Nasional Sdn Bhd) Organized by : Technology Management Association UUM |
| 2011 | Position : Facilitator Program : Indonesian Student Family Day Organized by : UUM Indonesian Student Association |

Others

| Year | Activity |
|-------------|--|
| 2009-2010 | Position : Orchestra Player (Guitarist) Program : Universiti Utara Malaysia 22nd Convocation 1st Assembly 23rd Convocation Organized by : Universiti Utara Malaysia |
| 2010 | Position : Participant Program : KJRI CUP (Badminton) Organized by : UUM Indonesian Student Association |
| 2010 | Position : Participant Program : UUM Battle of The Band Organized by : Art and Cultural Center Universiti Utara Malaysia |

COURSES/ SEMINAR ATTENDED

| Year | Activity |
|-------------|--|
| 2012 | Title : Seminar Soft Diplomacy Organized by : UUM Indonesian Student Association |
| 2011 | Title : Career Talk for Management Of Technology Student Organized by : Technology Management Association UUM |

| | | |
|------|--------------|---|
| 2011 | Title | : ASEAN Seminar (Community Movement in Facing Globalization) |
| | Organized by | : UUM Indonesian Student Association |
| 2011 | Title | : AIDS in Action Seminar |
| | Organized by | : AIESEC (International Association of Students in Economic and Commercial Sciences) |

Singing

Excercises, (Gym, Badminton, Soccer, etc)

Strong Point

- Able Communication in English,
- Good Appearance and Personality
- Patient, Responsibility, and Friendly, and enjoy to work in a team.

Weak Point

- ☐ Workaholic

I am well organized person and an enthusiastic worker with high endurance. I communicate well with others of any status and delight in being part of groups. I consider as that I have the ability to ascertain anything autodidactic, and to express ideas simply and clearly.

I certify that all information contained in these Curriculum Vitae is true and accurate.

Febriyan Nelsya.
HP: +628 1374094455

RELATED SUBJECTS

1. Quality Management
2. Statistics for Technology
3. Management Science
4. Project Management
5. Strategic Management in Technology
6. Information Technology and Communication
7. Mathematics for Technology
8. Electrical and Electronics Technology
9. Thinking and Ethics in Technology Management
10. Computer-based Drawing
11. Technology Policy and Strategy
12. Innovation and Commercialization Management
13. Project Paper
14. Principles of Economics
15. Engineering Economy
16. Management of Data Resources
17. Electronic Commerce
18. Introduction to Marketing
19. Finance Principles
20. Introduction to Management
21. Business Accounting
22. Organizational Behavior
23. Human Resource Management
24. Entrepreneurship Principles

Reference: Available Upon Request.