

CURRICULUM VITAE



Lista Donna Swanty Sitorus, SE
Grand Prima Bintara Blok B2 No.28
Bintara, Bekasi 17134

Telp No : 021- 88863403
HP : 0811 179 091

Place/Date Of Birth : Duri (Pekanbaru)/13 January 1976
Marital Status : Married
Religion : Christian
Language : English, Bahasa Indonesia
Blood Type : O

Email Address : lidonna76@gmail.com or listadonna@outlook.com

Year Of Services

Year of Service	Responsibility	Company
Oct 2014 – Aug 2015	Channel Marketing Manager	PT. Microsoft Indonesia
Feb 2010 – Oct 2014	Trade Marketing Manager	PT. Coca-Cola Amatil Indonesia
Feb 2009 – Jan 2010	Marketing Service Manager	PT. Coca-Cola Amatil Indonesia
Mar 2007 – Jan 2009	Trade Marketing & Promotion Coordinator	PT. Coca-Cola Amatil Indonesia
Aug 2006 – Mar 2007	Marketing Service Coordinator	PT. Coca-Cola Amatil Indonesia
Mar 2004 – Aug 2006	National Travel Coordinator	PT. Coca-Cola Amatil Indonesia
2002 – 2004	Sales Manager	The Park Lane Hotel Jakarta
1997 – 2002	Sales Manager	Hyatt Aryaduta Hotel Jakarta

SUMMARY

Experienced in both Strategic Planning and People's Management specialized in Sales and Marketing. Committed to deliver high quality results with little supervision. Ability to complete multiple tasks simultaneously. Self-driven personality with ability to analyze data. Skilled in managing field force organization with competent leadership in executing sales and marketing program. Patient and highly compassionate.

ACCOMPLISHMENT

- **Field Force Leader at PT.Microsoft Indonesia** : Led 50 merchandising teams nationwide and successfully achieve lead time execution at 2 weeks prior to Product Launch
- **National Project Leader. PT. Coca-Cola Amatil Indonesia** : Led National Team with more than 500 participants to "Market Impact Team activities". This MIT activities shown our commitment to Customer that we are serious and will hand in hand with them to make this new product succeed in the market.
- **National Trade Marketing Manager, PT. Coca-Cola Amatil Indonesia** : Successfully run key programs in related to Euro event in 2012 such as : customized Euro Joint Promo bundled with snacks in Minimarket & Supermarket, Euro Event 'Tendang Bola' at selected Carrefour nationwide. Successfully run first time Digital Sampling program in Alfamart for Minute Maid. Running collaboration partnership program with *BNi* in selected Account nationwide. Conducted Joint promotion with Arnotts in selected Account nationwide. Dress up stores with Giant Display for Frestea Green Honey display. Running a sampling program that included Indomaret as a redemption point.
- **Recognized as a talent and future leader in PT.Coca-Cola Amatil Indonesia.**

Work Experiences

PT. Microsoft Indonesia
Channel Marketing Manager
Jakarta, Indonesia

Oct 2014 – Aug 2015

Marketing & Retail :

- Understand and anticipating Customer needs and expectation about Microsoft Devices product
- Executing joint marketing promotions to drive sell out to end consumers.
- Executing joint retail incentive and sell out program to drive end consumer purchase.
- Ensure Retail Merchandising and Brand visibility at Point of Sales including POSM, Live Devices, mock up, display stand and furniture/fixtures well executed within given timeframe.
- Ensure the retail POS budget & expenses utilized as per approved budget including budget for Merchandiser Team.
- Ensure Assignment briefs that align with the strategic communication framework is clear and well understood and ensure that clarity is provided around the business and customer needs for each communication vehicle, whether for internal creative resources or vendor partners.
- Monitor and take lead when necessary of the development and production process of POS Material in order to work with vendors to deliver materials on-time and within budget parameters.
- Develop and manage templates, guidelines and standards for in-store brand merchandising, ensuring adherence to brand and communication guidelines and integration with other brand communications programs.
- Working with marketing peers, develop the materials that accompany any new product or service and any co-branding/co-merchandising programs within the distribution outlet.
- Provide quality of Retail execution as per agreed Go-To-Market program.

People's Management :

- Provide leadership in directing, managing and motivating Merchandiser Team including recruiting, training, supervising and appraising them.
- Develop and establish Merchandiser team's KPI.
- Creating Merchandiser team's tactical incentive program to help sales team to boost up the sales.

Visibility Achievement Snapshots



Work Experiences

PT. Coca-Cola Amatil Indonesia

Trade Marketing Manager - Modern Trade

Jakarta, Indonesia

Feb 2010 - Oct 2014

- Prepare and Develop Modern Trade Marketing Programs.
This includes : Setting target, Program mechanics, POSM type and design, Budget submission, Cost and profit calculation thru Value Chain template, Identifying constraints and solutions for it, Market and competition review, Develop operational strategy, Compare it with total Modern Trade program calendar by area, by segment, and by product, Translate it to road show deck, Communicate the deck to Operation team
- Translate and give feedback for National Consumer Promo and New Product launch.
- Monitor and review implementation Modern Trade Marketing Programs on weekly basis.
- Review and report the usage of Modern Trade Marketing Budget.
- Provide POS design and material which meet Modern Trade marketing programs, standard material and brand activation guidelines.
- Work closely with procurement on brief supplier and monitor schedule, budget effectiveness and efficiency Sales Performance Monitoring and Management.

Work Experiences

PT. Coca-Cola Amatil Indonesia

Marketing Service Manager – West Java Region

Feb 2009 - Jan 2010

Jakarta, Indonesia

- Consolidating monthly S&M activities for briefing that includes New Product Development and Promotion from National Office & Local Operation
- Organizing receiving, distribution and inventory of marketing materials for each programs
- Providing weekly report on program implementation that includes photos, feedback & result analysis
- Developing comprehensive weekly and monthly S&M activities update and share to the Group
- Initiating and developing relevant local promotion programs to capture profitable growth opportunities
- Cooperate with Marketing Head Office to define requirement of Point of Sales material and display material and its delivery
- Managing Marketing Activity Authorization and Pricing & Product Authorization (Local Trade) budget and ensure the proper utilization
- In liaison with Modern Foodstore National Office update insights on shoppers, market share – scan data, in-store activation
- Searching for innovation to create added values for PT.Coca-Cola Distribution Indonesia in-store activation
- Managing business contact and working coordination with internal and external parties

Trade Marketing & Promotion Coordinator

Mar 2007 - Jan 2009

Jakarta, Indonesia

Marketing Service Coordinator

Aug 2006 - Mar 2007

Jakarta, Indonesia

- Support Trade Marketing Manager in development of strategic channel marketing plans, channel-based support programs to maximize volume growth and ensure agreed plans are implemented.
- Develop & implement effective channel marketing strategies for national or tactical volume building programs and customer management activities.
- Responsible for report evaluation on In Progress/Implemented program in MFS (tailored by Account or New Product Launch program)
- Responsible for monitoring budget realization and payment claim before proceed to Finance for payment
- Monitoring & responsible on timeline of all Merchandising materials, from production, distribution and receipt in all Operation until execution in the stores as plan.
- Support Modern Channel Team in New Product Launch activities

EDUCATION

STIE PBM, Marketing Management, S1

2008 – 2009

Bachelor Degree Marketing Management
Jakarta, Indonesia

National Hotel Institute

1994 – 1997

Diploma Tourism Industry
Jakarta, Indonesia

Senior High School 13

1991 - 1994

High School Diploma – Economy
Jakarta, Indonesia

SKILLS

Business Process, Budgeting, Communication Skills, Computer Literate, Cross Merchandising, Cross Promotion, English, Leadership, Marketing Materials, Materials Development process, Negotiation, New Product Launch preparation, Organization, POS, Presentation Skills, Program Implementation, Program Review, Purchasing, POSM Material quality, Recruiting, Retail, Sales Planning, Annual Marketing Program

REFERENCES

References available upon request