

Tri Akbar Harahap

Jakarta, Indonesia | +6281263158851 | triakbar123@gmail.com | www.linkedin.com/in/triakbarharahap/

SUMMARY

I am an Industrial Engineering graduate from Andalas University. Have the ability in sales territory management. Routed the opening of new outlets by 17% and monitored brand distribution 100% in the Focus Zone. Processing skills in leading teams, improving effectiveness and efficiency in operational time management, and developing marketing strategies. Skilled in using Microsoft Office, G-Suite in analyzing projects.

EDUCATION

Andalas University

Padang

Department Industrial Engineering, Faculty of Engineering/Bachelor, S-1

July 2018 - Jan 2023

- GPA: 3.25/4.00

WORK EXPERIENCE

PT Wismilak Inti Makmur Tbk

Bogor

Area Sales Supervisor

May 2024 - Nov 2024

- Sales Territory Management with 12 Zones in Rayon Depok consisting of 13 Salesmen namely 1 Wholesales, 4 Retail Salesmen, and 8 Task Force
- Opened 5761 (+17%) New Open Outlets to become Outlet Cover for the focus zone area.
- Monitored 100% distribution in 7 weeks at New Open Outlet for Focus Zone Brand Wismilak Arja
- Evaluate salesman productivity against CNI (Call, Note, Item)
- Survey product availability and market size of similar products and conduct Brand Funnel Tracking (BFT) survey to see awareness, trial, first buy and brand used most often in one zone.
- Monitoring 258 Program Outlets of Rayon Depok and Control Outdoor Billboards, Billboards, Street Sign Rayon Depok every 2 weeks
- Provide training and development to the promoter team and SPG team for the direction of their duties and areas of responsibility

PT Waskita Karya Realty

Medan

Marketing & Sales

Jan 2024 – April 2024

- Raising product awareness content with 27K reachable accounts, 6K repeats
- Explaining the product to consumers with an average of 10 people / day through social media, and an average visit of 1 person / day

PT Pegadaian

Medan

Marketing Officer

August 2023 – Oct 2023

- Visited 2 companies/day by submitting cooperation proposals
- Implemented a program with the theme 'Smart Financial Student' and gained 200 new users of Gold Savings products

PT Amal Tani

Langkat

Production Department Staff - Intern

Jan 2021 – Feb 2021

- Identifying sources of hazards at 7 work stations
- Finding 7 sources of hazards at work stations and 12 potential risks and 14 consequences that can occur due to sources of hazards
- Finding 19 actions that can overcome the potential sources of danger

PROJECT

PT Astra International Tbk – Isuzu Sales Operation

Jakarta

Business Consultant

Nov 2024

- Understand Know Your Customer (KYC) from needs, industry, and journey to understand the business process that suits the customer
- Develop the right strategies and products to answer customer needs

PT Qims Intrasindo

Medan

Surveyor

March 2024 – April 2024

- Analysis of Small and Medium Industries (SMI) in Sirapit District with 10 villages and found 2 types of industry in the field of food and wicker, and the potential of the industry that can be improved in Sirapit District is the Food Industry
- Finding 3 problems in SMEs contained in Sirapit District, namely marketing, finance, and production and operations, then making an analysis report submitted to the Department of Industry and Trade of Langkat City

Project Based Internship: PT Bank Muamalat Indonesia Tbk

Remote

Product and Business Development Oficer

Des 2023 - Jan 2024

- Created visualization of 11162 data for customer segmentation

- Develop a market strategy for branding based on market segmentation

Project Based Internship: Rakamin Academy

Product Manager

Remote

Nov 2023 - Des 2023

- Analyze the problems found, market research, generate ideas and analyze idea validation, product design flow, and determine priority ideas
- Design market development of idea generation using MoSCoW technique

Laboratorium Perancangan Sistem Kerja dan Ergonomi

Laboratory Assistant

Padang

Jan 2022 - Jan 2023

- Provide direction to 6 practitioners in the Industrial Engineering Design course
- Conduct briefings 2 times a week (1 module)
- Provide assessment and final report

ORGANIZATION EXPERIENCE

Indonesia Millennial Connect

Public Relation – Marketing Communication

Medan

Aug 2021 – Feb 2023

- Collecting partnership data for Talk Show activities between organizations and fundraising for social activities
- Recruiting students to become Brand Ambassadors to introduce the organization's activities to the media

Himpunan Mahasiswa Teknik Industri

Member Representative Council

Padang

Des 2021 - Des 2022

- Supervise the membership department regarding the work program carried out and conduct calls every month for work program evaluation with a predetermined timeline

Head of Public Relations Department

Sept 2020 - Des 2021

- Lead and supervise the performance of 13 PR members in implementing the work program of the Public Relations Division
- Carry out community service by visiting orphanages or other social institutions that need help
- Becoming a delegate at the Indonesian Industrial Engineering Student Association Congress
- Complete the work program with 100% success

Dewan Perwakilan Mahasiswa Teknik

Aspiration Commission

Padang

Feb 2021 - Des 2021

- Open a forum for Andalas University Engineering Students to convey their aspirations through media forms and forums at the Faculty of Engineering

Forum Studi Islam Teknik

Member Business Fund

Padang

March 2020 - Des 2020

- Submitting activity proposals and selling the organization's business that will be used in organizational activities

SKILLS, LANGUAGES, CERTIFICATES

- **Interest** : Production Planning Inventory Control (PPIC), Quality Control, Logistics, Supply Chain Management, Purchasing, Data Analysis, Industry Management, and Marketing & Sales
- **Soft Skill** : Discipline, Creative Thinking, Multitasking, Critical and Strategic Thinking, Communicative, Good Problem Solving, Adaptability, Teamwork, and Time Management
- **Hard Skill**: Microsoft Office (Word, Excel, PowerPoint), G-Suite (Google Docs, Sheets, Slides), CAD (SolidWorks, AutoCAD)
- **Language** : Indonesian, English
- **Certificate**: Business Analysis with Excel, Power BI, Human Resource Management, Occupational Safety and Health Management System (ISO 45001), Database Design & Programming with SQL, Digital Marketing, Product Management, Business Consultant