

Resume by
**Rio
Patria
Sanjaya**

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ABOUT // WORK // CONTACT

🐦 RIO_PATRIA

in id.linkedin.com/pub/rio-patria-sanjaya

📍 Born in Lampung (Indonesia)
on 16th May 1989

*Event Creator
&
Branding Consultant*



Economic Management
Marketing & Human Resource
Universitas Gadjah Mada
2007 - 2011

MY CHARACTERS

**POSITIVE THINKING // MOTIVATED
// PASSIONATE FOR PEOPLE
// CREATIVE**

2011

RETAIL MARKETING

Trade Marketing Supervisor
PT. HM. Sampoerna Tbk.

Sept 2011 - June 2012
Padang, Indonesia

Managing Merchandising & Trade Promo
to create superior visibility in market area

2012

MARKET ANALYST

Area Marketing Analyst
PT. HM. Sampoerna Tbk.

June 2011 - January 2013
Padang, Indonesia

Evaluating & reporting market data
to recommend excellent strategy
to Area Marketing Manager

2013

EVENT PROMO & BRANDING

Event Supervisor
PT. HM. Sampoerna Tbk.

January 2013 - Present
Lampung, Indonesia

Managing Brand Event Activity
to engage target consumer with
Music & Lifestyle performance

2014

Branding Consultant
Start up Business
(Della Jaya Food Indonesia)

October 2013 - Present
Lampung, Indonesia

Create Business Plan
and make branding strategy
to achieve business objective

ACHIEVEMENT PORTFOLIO

Event Management
Having experience as PIC in more than
50 marketing Event Activities.

KNOWLEDGE & INTEREST :

EVENT ORGANIZER, BRAND, PSYCHOLOGY, SPORT, MUSIC, TRAVEL

BUSINESS INCUBATOR / BRANDING CONSULTANT

Having experience as Branding Consultant
in some of Start Up Business

LANGUAGE :

INDONESIAN & BUSINESS ENGLISH

