



## Farhad Syah Reza S.Sos

Digital Marketing & Account Manager at Raditama Mediacomm

(+62) 081283821070 | rzcangkru.an@gmail.com | 35 years old | East Jakarta, Jakarta Raya

Experience 10 years

Previous Digital Marketing Manager | Raditama Mediacomm

Education Institut Ilmu Politik Sosial & Politik Indonesia Bachelor's, Sociology (2010)

Nationality Indonesia

## Experience

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January 2015 – Present  
( 12 month )

### Digital Marketing & Account Manager

PT Raditama Mediacomm Digital Agency | Jakarta Raya, Indonesia

Monthly Salary

IDR 17.500.000

#### RESPONSIBILITIES:

Work with team, Handling Client, Create strategy in digital platform, sell strategy digital campaign based on cpm, cpc & cpa, remarketing, offering strategy digital business services, Creating strategic online to offline integrated Marketing (360 marketing strategy; search, display, social)

#### SKILLS & EXPERIENCES:

Good team player and Multitasking capabilities.

Proven initiative and ability to work with minimal supervision.

Excellent organizational, motivational skills and work cross functionally.

Knowledge of Internet and Digital advertising Industries

Familiar with any measurement such as sprout social, buffer, Google analytic, effective measure, insight,

Analytic twitter.com, pixel.

March 2014 – Jan 2015  
( 11 month )

### Head of Digital Marketing

PT Central Asia Financial | Jakarta Raya, Indonesia

Monthly Salary

IDR 17.000.000

#### RESPONSIBILITIES:

Take the lead role in selling products/services to prospective healthcare organizations along with Managing distribution partners' activity within an assigned geographical region.

Responsibility for the sales process from initial point of contact (lead generation), presentations, proposals, Through contract negotiations and execution. Meet/exceed minimum quarterly and annual sales objectives. Work closely with the operational and tele-services teams, utilize relationships to ensure that product Implementation schedules are met.

Facilitate strategic partners' resources to assist in the sales process.

Engage, equip, and lead all sales channels (including distribution partners) with appropriate training,

Tools, and strategy development for products/services.

JTBD:

Set up digital business as a distributions channel for life insurance such as build new brand (jagadiri) e-commerce sites, social media, e-commerce partnership, mobile application, payment gateway, Digital campaign.

Work description of a Direct Marketing for life insurance in Digital Channel distribution

#### RESPONSIBILITIES:

Provide direct marketing and sales support to channel distribution digital . Manage, help generate and Qualify as well as process sales leads. Also responsible for maintaining customer, prospects and competitor Databases and assessing, devising, and implementing marketing promotions.

Generate new business through digital channel to provide leads convert to PIF.

Maintain revenue goals by quarter and year to date.

Identifies, solicits and sells insurance products from digital channel - Handles all sales inquiries [Mail and digital].Follow up with generated leads from websites e-commerce.

#### EXPERIENCES GAINED:

Good team player and Multitasking capabilities.

Proven initiative and ability to work with minimal supervision.

Excellent organizational and motivational skills.

Knowledge of Internet and Digital advertising agency industries.



**Media Sosial sebagai Alat Pemasaran**

Saat ini dunia sudah memasuki era new wave (gelombang baru), semuanya sudah mengarah ke digital. Social media instrument digunakan banyak perusahaan termasuk perusahaan asuransi yang mempunyai media sosial ataupun website sebagai salah satu sarana publikasi, promosi dan komunikasi produk. Dewasa ini media sosial dijadikan sebagai media asset atau sebagai response management yang berfungsi mengumpulkan keluhan ataupun masukan untuk sebuah produk.

**Farhad Syah Reza**  
Kepala Pemasaran Digital  
PT Central Asia Financial Life Insurance (CAF Life)

Media sosial kini menjadi sarana atau aktivitas pemasaran digital, seperti social media maintenance, social media endorsement dan social media activation. Oleh karena itu, media sosial kini menjadi salah satu layanan yang ditawarkan digital agency. (Sumber: [www.infodigitalmarketing.com](http://www.infodigitalmarketing.com))

**Peran Media Sosial**

Media sosial merupakan alat promosi bisnis yang efektif karena dapat diakses siapa saja, sehingga jangkauan promosi bisa lebih luas. Media sosial menjadi bagian yang sangat diperlukan banyak perusahaan dan merupakan salah satu cara terbaik menjangkau pelanggan. Media sosial seperti blog, Facebook, Twitter, dan Youtube memiliki sejumlah manfaat dan lebih cepat daripada media konvensional.

Media sosial memiliki kelebihan dibandingkan dengan media konvensional, antara lain:

1. Kesederhanaan: Produk media konvensional membutuhkan keterampilan tingkat tinggi dan keterampilan pemasaran yang unggul. Sedangkan media sosial sangat mudah digunakan bahkan untuk orang tanpa dasar teknologi informasi pun dapat menggunakannya asalkan ada komputer dan koneksi internet.
2. Membangun hubungan: Media sosial menawarkan kesempatan tak tertandingi untuk berinteraksi dengan pelanggan dan membangun hubungan. Perusahaan mendapatkan sebuah umpan balik langsung.

**PT Central Asia Financial Life Insurance (CAF Life)**  
Wisma Saphira, Lantai 5  
Jl. Luitan 5 Puri Kiri RS  
Jakarta 11410  
Tel: 021-5322595



**Keuntungan Membeli Produk Keuangan Secara Online**

Melanjutkan artikel bulan lalu, kali ini akan dijelaskan perbedaan dan keuntungan membeli produk keuangan secara langsung melalui online dibandingkan membeli melalui perantara/agen.

**Farhad Syah Reza**  
Head of Digital Marketing  
PT Central Asia Financial Life Insurance (CAF Life)

**Perbedaan yang mendasar, sebagai berikut:**

1. Membeli produk keuangan melalui perantara perlu proses pertemuan dan waktu khusus. Jika melalui online calon pembeli bisa mudah mengakses produk tersebut langsung dan dapat memilih tanpa ada tekanan perantara/agen.
2. Pembelian secara online merupakan kegiatan tanpa batasan ruang dan waktu. Calon pembeli juga dapat menganalisa produk keuangan secara langsung, sehingga dapat memahami produk tersebut.
3. Calon pembeli tidak perlu repot membawa uang tunai karena bisa langsung melalui payment gateway yang disediakan website produk tersebut.
4. Pembelian melalui perantara biasanya terdapat perbedaan harga produk yang ditawarkan. Beda jika membeli online harga produk keuangan senilai x maka senilai x juga yang akan dibayar pembeli dan dapat langsung di proses cepat melalui online.

Kita harus bersyukur berkat internet telah terjadi revolusi seluruh cara sosial, mulai cara orang melakukan penelitian, interaksi hingga bisnis. Saat ini telah begitu banyak produk keuangan yang ditawarkan melalui online/internet. Meskipun sekarang banyak pembeli atau subdistributor melakukan pembelian online tapi kebanyakan mereka tetap berpegang pada metode pembelian tradisional karena tidak ingin mengambil risiko membeli produk standar dalam jumlah besar. Apalagi dengan meningkatnya jumlah penipuan di dunia online, ditambah lagi minimnya

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32 | **Manajemen** | Mei 2014

Dec 2012 - Mar 2014  
(1 years 3 months)

## **Digital Marketing Manager**

FBI Digital Agency | Jakarta Raya, Indonesia

Monthly Salary IDR 15.000.000

### RESPONSIBILITIES:

Work with team, create idea in digital ways, sell software such crm, army and erp.  
Services in digital campaign and technology enterprise etc, [www.fbi.co.id](http://www.fbi.co.id)

### SKILLS & EXPERIENCES:

Good team player and Multitasking capabilities.  
Proven initiative and ability to work with minimal supervision.  
Excellent organizational, motivational skills and work cross functionally.  
Knowledge of Internet and Digital advertising Industries  
Familiar with any measurement such as sprout social, buffer, Google analytic, effective measure, insight, Analytics twitter.com, pixel.

Nov 2011 - Dec 2012  
(1 year 1 month)

## **Sales & Marketing Manager**

PT Emera Mediatama | [www.ghiboo.com](http://www.ghiboo.com)

Monthly Salary IDR 12.000.000

Handle division sales and marketing at PT Emera Mediatama, make report weekly - monthly for meeting With BOD MRA.  
Make income projection sales, make marketing plann, make presentation budget, decision maker for Division sales & Marketing.  
Create Digital strategy for client and decision maker for agreement media order / purchase order.

May 2009 - Nov 2011  
(3 years 6 months )

## **General Manager Sales & Marketing**

PT Dimensi Pratama Mandiri

Monthly Salary IDR 10.000.000

DPM partner with Pertamina retail and Perum Damri for OOH.  
Supervise, controlling and manage sales & marketing dept, design creative, teknisi dalam pengelolaan sign board, videotron, LED tv at Bright store Pertamina

### Meliputi :

1 org admin support  
1 org design creative  
3 org sales  
3 org marketing  
3 org teknisi it

Apr 2006 - May 2009  
(3 years 1 month )

## Senior Account Executive

PT Jawa Pos Media Televisi

Monthly Salary IDR 5.500.000

menghandle 3 orang account executive dgn target 1,750,000,000 / 6 bln dengan detail :

SAE :750 juta  
AE : 334 juta  
AE : 334 juta  
AE : 334 juta  
Total 1,750,000,000

## Education

2010

### Institut Ilmu Politik Sosial & Politik Indonesia

Bachelor's Degree in Social Science/Sociology | Indonesia

Major Social welfare  
CGPA 2.75/4

## Skills

Advanced Sales And Marketing Skills, Digital Marketing Specialist  
Intermediate Marketing Communications, Marketing and Sales Plann

## Languages

*Proficiency level: 0 - Poor, 10 - Excellent*

Language	Spoken	Written	Relevant Certificates
English	8	7	-

Jobstreet English Language Assessment (JELA)

Date Taken 20 Jun 2010

Score 18/40

## Additional Info

Expected Salary : IDR 19.000.000 ( NEGOTIABLE )  
Preferred Work Location : Jakarta Raya, Jawa Barat, Jawa Timur

Other Information  
**CURRICULUM VITAE**

**Personal Data**

Name	: Farhad Syah Reza S Sos
Place/Date of birth	: Jakarta, October 17th 1980
Address	: Jln Rawa Putat No. 34 RT 06/0 Kel. Jati Cempaka Kec. Pondok Gede
Phone number	: (021) 84971044
Hand Phone	: 0812 8382 1070
Religion	: Moslem
Nationality	: Indonesian
Sex/Height	: Male /180 cm
Health	: Excellent
Language	: Indonesian and English
Interest	: Traveling & meet people

**Education Background**

1999	: Graduated from SMUN 77 Jakarta
1999	: Graduated from BASIC LEVELS at LB LIA
2010	: Institute Of Social Politic Majoring Social Welfare

**Personal Qualification:**

Willingness to work hard to establish capability, self starter, good ability in dealing with people, good interpersonal skill, trustworthy, People mixer, believer in quality, team work and long term view. I am also fluent in written/spoken English

**Computer Skills**

Capable in using Windows 8

## About Me

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Gender	Male
Telephone Number	(+62) 812-83821070
Address	Jl Rawa Putat / Wadas Ujung No 34, Pondok Gede, Bekasi Jabar, 17000, East Jakarta, Jakarta Raya, Indonesia

thank  
you!