

PERSONAL INFORMATION

Marko Bimo Prakoso



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🔗 [LINKEDIN / Marko Bimo Prakoso](#)

Sex Male | Date of birth 25/06/1990 | Nationality Indonesia

WORK EXPERIENCE

Small And Medium Enterprise Business And Floor Manager

Google Certified Partner IDEOWORKS.ID

• In charges to President Director and Vice

Main Job Description

- Plan marketing and branding objectives.
- Expand product solutions and offerings.
- Prepare marketing strategies alongside other company executives and staff.
- Analyze market trends and recommend changes to marketing and business development strategies based on analysis and feedback.
- Prepare and adhere to budgets.
- Oversee creation and delivery of press releases, advertisements, and other marketing materials.
- Ensure brand messages are consistent.
- Gather and analyze customer insight.
- Nurture and enrich all external perceptions of the company and growth of market share.
- Deepen relationships with all media to ensure the most effective messaging and positioning of the organization.
- Lead all areas of content generation and production across all media platforms.
- Develop and lead a marketing team that will develop and execute new concepts, business models, channels and partners to position business as innovator and leader

Januari 2016 - Now

Clients

- Sniarmas Net
- Indosat Ooredoo
- Nexmedia
- Smartfren
- Global Teleshop
- Okeshop
- Sosro
- HSBC
- BIG TV
- Bhinneka.com

Skills Needed

- Understanding written sentences and paragraphs in work related documents.
- Giving full attention to what other people are saying, taking time to understand the points being made, asking questions as appropriate, and not interrupting at inappropriate times.
- Talking to others to convey information effectively
- Coordination skills
- Being a problem solver in a critical time
- Service orientation

Account Manager

Visious Design Studio

- In charges to Account Director and Clients

Main Job Description

- Meeting and liaising with clients to discuss and identify their requirements.
- Working with agency colleagues to devise an advertising design and campaign that meets the client's brief and budget.
- Presenting the product and budget to the client.
- Coaching Account Division team to reach sales target
- Brief designer and assisting with the formulation of strategies to win a pitching and conduct a project.
- Liaising with the client by maintaining regular contact and ensuring that communication flows effectively.
- Handling budgets, managing campaign costs and invoicing clients.
- Managing client report and work to meet with the agreed deadlines.
- Act as project manager for each client, ensuring the deliverable of result in timely manner and manage both AE and designer work.
- Managing client research on the suitable design and project to meet client expectation.
- Making 'pitches', along with other agency staff, to try to win new business for the agency.

December 2013 – December 2015

Clients

- Ministry of Finance Republic Indonesia
- Aqua
- Sarihusada
- Danamon
- GIGIT
- Sewatama
- Graphotypo
- NIKE
- Panasonic
- Durex
- Lowe
- Dentsu
- Sawangan Residence
- Good Day / Batesasia

Skills Needed

- Maintain and also handle for every complain from our customer
- Detail oriented, very good management skills in administration and sales
- Develop and create a new marketing strategy
- Very good analytical skills for every projects
- Being a problem solver in a critical time
- Passion to train and lead every member and staff (more than 25 person) and also need a leadership and motivating skills

Project Coordinator

On Stage Service

- In Charge to Project Manager and Clients

Main Job Description

- Handling administration and responsible for the administration and all matters concerned with events.
- Supervise the event operational process for preparation and finishing
- Cost management
- Dealing and maintain our clients
- Negotiate with vendors
- Create and make research for marketing plan

May 2009 – November 2013

Clients

- Samsung
- PT. Konimex
- Suzuki Indomobil
- New Armada Group
- Imagine house production
- Kambing Bakar Cairo
- Vidi Arena
- Shell

Skills Needed

- Develop and create a new marketing concept
- Very good analytical for every projects
- Being a problem solver in a critical time
- Create a solid team and also team member in very short time
- Passion to train and lead every member and staff (more than 20 person)
- Leadership and motivating skills

Organisation and freelance side
project

2014 - Now **ECO Consultant**

Environment Chalanging Organisation – Indonesia

2014 - Now **Marketing Director**

Sebumi ECO Travel Agency

2008-2014 **Bachelor Degree**

STBA LIA Jakarta

- English Literature bachelor degree

Mother Tongue Bahasa

	UNDERSTANDING		SPEAKING		WRITING
	Listening	Reading	Spoken interaction	Spoken production	
English	B2	B2	B2	B2	B2
Bahasa	9	9	9	9	9

Communication skills

- Good communication skills
- Good presentation skills
- Good managerial skills

Organisational skills and experience

- Handling and responsible for more than 20 events that clients held

Managerial skills

- Leadership (currently responsible for a team of 25 or more people)
- Good command of stock control processes (currently responsible for quality stock report)
- Very detail oriented

Computer skills

- Good command of Microsoft Office™ tools

Driving licence

- A