



MUHAMMAD NARISTA KUSUMA

As an experienced account executive, my proactive approach resulted in numerous important contract wins. My excellent networking skills have provided my team with vital client leads, and my ability to develop client relationships has resulted an increase in business renewals for my current organisation. After ten years in media and digital company, currently seeking a new challenge which will utilise my meticulous attention to detail, and friendly, professional manner.

Born: Jakarta, January 9th, 1983

Status: Single

Religion: Islam

Jl. Pancoran Barat X No. 8
RT 05. RW 04.
Jakarta Selatan 12780

Ph. (021) 7940340
Mobile. (62) 87781 191810

Email. ariskusuma@gmail.com

CURRICULUM VITAE

EDUCATION

Formal Education

- + 17 August 1945 Senior High School, Jakarta (1998 – 2000)
- + Pancasila University, Jakarta, Faculty of Economy Bachelor Program, Majoring in Marketing Management (2000 – 2005)

Informal Education

- + LIA English Course (Intermediate & Conversation Level)
- + Tunas Patria Course (Microsoft Office)

AREA OF EXPERTISE

Sales Presentation - Media Plan - Pricing Strategy - Sponsorship, Sales Achievement - Social Media Marketing - Online Placement Strategy -Website Promotion - Digital Sales, Digital Activations - Affiliate Marketing -Google Analytics - Open X - Print Media & Account Management.

BUSINESS INDUSTRIES BEING HANDLED

Gadget – Home Appliances – Automotive – Airlines – Travel Agent – Cigarettes – Government – FMCG – Pharmacy – E Commerce – Retail – Property – Hotel – Insurance – Bank – Telecommunication – Finance - Publisher

ADVERTISING AGENCIES COOPERATION

WPP – Starcomm – Ignite – Zenith Opti Media – OMD – Havas Media – Dentsu - ISBG Briyan Kom – Hakuhodo – Cursor – Isobar – Kaiser – Megapro – Media X Asia – Raya Komunika – PHD – MD Media – Click – Buzzwork – TBWA – Wunderman.

WORK EXPERIENCE

BISNIS INDONESIA SIBERTAMA (*April 2014 - now*)

Business Line: IT Solution & Digital Creative
Job Title: Sales Manager & Business Development

JOB DESCRIPTION

- + Concepting company profile, online and offline promotion strategy.
- + Cooperating with GM in budget and sales target planning
- + Selecting candidates for Account Executive .
- + Supervising 2 Account Executives to set meetings, arranging quotation, negotiating, and organizing administrative matters with external clients.

- + Making new relationship and introducing BIS to direct brands and advertising agencies.
- + Maintaining good relationship with existing clients and looking for potential new clients to achieve sales target.
- + Coordinating and monitoring with other division to achieve the projected goal in IT solution projects and digital activity clients.
- + Create innovative digital strategy for brand campaigns and working closely with other divisions.

ZALORA INDONESIA (*January 2014 – March 2014*)

Business Line: E-Commerce

Job Title: Senior Affiliate Indonesia

JOB DESCRIPTION

- + First person for Zalora Indonesia Affiliation Division.
- + Coordinating partnership policy, strategy, workflow, market analyzing in Indonesia and reporting to regional office.
- + Making good relationship with publisher, blogger, offline event organizer, to make affiliate partnership with Zalora Indonesia.
- + Making review, evaluation and finalizing the concept of affiliation's media profile, newsletter, mechanism, ads promo banner, and MOU.
- + Coordinating with other divisions and regional office for Zalora Indonesia affiliation's campaign.
- + Increasing revenue for Zalora Indonesia affiliation in South East Asia
- + Setting daily and weekly affiliation's performance report to management.

LINTAS.ME (*September 2012 – December 2013*)

Business Line: Online Media Aggregator

Job Title: Account Manager

JOB DESCRIPTION

- + Introducing Lintas.ME as aggregator website to new potential clients.
- + Maintaining good relationship with existing clients and looking for potential new clients to achieve sales target.
- + Setting meetings, doing presentations, arranging quotation, making digital activity proposals with strategic team, negotiating, and organizing administrative matters, making campaign report.
- + Coordinating with other divisions in order to run client's campaign as planned.

ACHIEVEMENT

- + Dealing with new clients such as Tempo Promosi, HTC, Castrol, and Oppo.
- + Handling major brands such as Djarum and Blackberry. Annual revenue of the company increased after sealing the deal with brands mentioned.

PT OKEZONE.COM (July 2008 – August 2012)

Business Line: News Online Media

Job Title: Sales Group Head

JOB DESCRIPTION

- + Being trusted to handle direct client and agency, sealing the deal with WPP, Starcom, Ignite, Dentsu, Isobar, OMD, DM Pratama, Fortune, OMD Media, Garuda, Activate, Microsoft, Philip Morris.
- + Making new activity in digital and achieve the target such as SMPTN Ambisi Gokil for LA Lights (3 years), Sundul Bola Quiz for SHARP, Nokia Aksi Indonesiamu, Samsung & Microsoft.
- + Full barter partnership with ASUS Computer (provide 100 computers for Presidential election quick count in 2009).
- + Responsible for making annual media profile and rate card with Sales Manager.
- + Handling 4 business industries: Cigarettes, Gadget, Home Appliances, Travels & Airlines.
- + Responsible to supervise 4 Account Executive, set up meeting schedule, make a quotation, make a presentation, negotiate with client and make a report.
- + Develop campaign ideas and concept for client.
- + Full barter partnership with many clients, such as Paparons Pizza, McDonalds.

ACHIEVEMENT

- + Target achieved in 2011 (5,61 Billion) as a Sales Group Head.
- + Target achieved in 2010 (2,93 billion) as an Account Executive
- + Creating partnership with new clients and dealing big revenue with Astra Honda Motor, Blackberry, Pegadaian, SHARP, Telkomsel, Alfamart, HTC, Nokia, Nexian, Byon, MAG, Samsung, Djarum, Air Asia, Garuda Indonesia.
- + Dealing with Djarum Super as main sponsor for European thematic channel in 2008.
- + Revamp website for Alfamart and get 2nd best retail website from Marketing magazine
- + Drive the team become team with best revenue every month.
- + Making 2 Account Executive as AE with high revenue every month.

**PT. NEW MEDIA CHANNEL (SWANKGLOSSY.COM)
(July 2007 – June 2008)**

Business Line: Fashion Online Magazine

Job Title: Advertising and Promotion

JOB DESCRIPTION

- + Present Swankglossy as the first online fashion magazine to client, digital agency and brand corporate.
- + Making partnership with broadcast media, such as Indika FM & OZ Radio FM.

- + Partnership and do offline activity in many events, such as Sundaze, Java Jazz Festival, Cosmo Beautee & X2 regular event
- + Partnership with Maliq & The Essential to promote Swankglossy.com
- + Making offline event (fashion photography exhibition by swankglossy.com at Darmawangsa Square)
- + Making offline event: Bi-monthly “Swank Fashion & Party” in Public club.

PT. NATA MEDIA (HERS MAGAZINE)
(July 2006 – June 2007)

Business Line: Print Media

Job Title: Account Executive

JOB DESCRIPTION

- + Looking for new potential clients and achieve sales target for each edition (bi-weekly).
- + Looking for sponsors for Hers Fashion Friday event.
- + Coordinating with other divisions to set positions of advertisements in every edition.
- + Set meetings, making quotations, negotiations, and doing administrative matters.
- + Coordinating with Free! Magazine to sell bundle package to external clients.

ACHIEVEMENT

- + Running a project with Nokia for fashion spread of Indonesian designer, Biyan.
- + Dealing with new client (hair extension product) for beauty spread for 6 editions in a row and coordinating with other divisions in order to keep the campaign run well in every edition.

PT. MRA MEDIA (FHM & GOOD HOUSEKEEPING MAGAZINE)
(January 2006 – June 2006)

Business Line: Print Media

Job Title: Account Executive

JOB DESCRIPTION

- + Handling ads placement of For Him Magazine (FHM) and Good Housekeeping Magazine.
- + Coordinating with editorial and creative team to set positions of ads and articles in every new edition.
- + As fresh graduate, being trusted to handle big clients such as WPP, Unilever, L’Oreal, MAP, Starcom, Initiative, McCann.
- + Maintaining existing clients and looking for new potential client for FHM and Good Housekeeping Magazine.
- + Set meeting with client, doing presentations, making quotations, negotiating, and final checking of advertisement materials before going to printing.

ACHIEVEMENT

- + Able to achieve target for FHM in every edition, dealing contracts with new potential clients for Good Housekeeping magazine.
- + Developing concepts and ideas of communication strategy with creative department, such as Fashion AXE Advertorial, Gatefold cover and Good Housekeeping Magazine extra project (Kraft Receipt Book).