

## Rieftana Julianda (Rieftan)

Jl. Nangka No. 28a, RT.04/10, Cimanggis Barat-Ciputat, Tangerang Selatan 15411

Mobile: 0815-193 193 31 , Email : rieftana@gmail.com

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Jakarta, June 18<sup>th</sup>, 2015

Attn :

Dana Basalama

**PT. JDA-Indonesia**

Jakarta - Indonesia

Dear Mr. Dana,

I would like to introduce myself, my name is Rieftana Julianda and I'm 31 years old male marriage. I was graduated by a year 2004, major Diploma, Economic Faculty (Banking & Finance) from Polytechnic Swadharma, official licensed by Universitas Indonesia and Bank Negara Indonesia (BNI).

I have inform about a job vacant in Kana Digital, I would like to offer myself to join the company as a Sales Manager position. I'm really interested because the company business scope is so prospecting and I believe on my background experiences with over than 11 years on Sales & Marketing Media (Print Ad, e-Commerce, Digital Ad, Mobile Ad & Expo) and my advertising networks will allow me to develop my knowledge and experience to giving my contribution to the company.

My job experiences detail :

1. Sales Promotion Staff G-Shock on Warna Production & Event Organizer.
2. Call Center & Customer Service Operation Staff on PT. Garuda Indonesia (Garuda Airways),
3. Senior New Account Sales Representative Directory Yellow Pages on PT. Infomedia Nusantara (PT. Telkom Indonesia. Tbk).
4. Merchant Acquisition Group Online Commercial on e-Commerce company PT. Rakuten Belanja Online (www.Rakuten.co.id) MNC Group.
5. Senior Key Account Officer Online Ad Staff on PT. KapanLagi Networks (www.KapanLagi.com).
6. Senior Sales Online Group Ad Staff at PT. Web Marketing Indonesia (www.Rumah123.com).
7. Junior Sales Manager Ad Network iTVC Online at PT. Ambient Digital Indonesia (www.AmbientIndonesia.com).
8. Account Manager Business to Business (Corporate Account Handling) at PT. AllProperty Media (www.Rumah.com) d/h PropertyGuru International

I consider myself to be a fast learner, hard & smart worker, creative person, problem solving skills. Have a good communication also presentation skills, enjoy challenges, travelling, very interested in learning new things and I love working with variety of different personalities. I do believe that I will be able to giving my contribution to your company as team work or individually.

My expectation Take Home Pay salary is IDR 20 million.

Please feel free to contact me anytime should you have any further questions or further inquiries. Thank you for your attention and consideration, and I look forward to hear from you soon.

Yours sincerely,



Rieftana Julianda

## CURRICULUM VITAE



### Personal Data

Full Name	Rieftana Julianda
Place & Date Birth	Jakarta, 28 July 1983
Age	31 years old
Height / Weight	183 cm / 83 kg
Marital Status	Marriage
Religion	Moslem

### Formal Education

2001 – 2004	Polytechnic Swadharma official licensed of University Indonesia, majoring Diploma, Economic Faculty (Banking & Financial) on 2004
1998 – 2001	SMU Negeri 2 Bintaro
1995 – 1998	SLTP Negeri 2 Pamulang
1989 – 1995	SD Negeri IV Ciputat

### Achievement

2012	Best Sales Display Achievement 123% on Rumah123.com February target
2011	Wira Arjuna Training Sales "Effective Presentation & Closing Technic"
2011	James Gwee Training Sales "Basic Internal Selling"
<b>2010</b>	<b>Achieved Yearly Individual Target "New Account Sales" 132% and get reward "Vacation Trip to Amsterdam, Brussel, &amp; France"</b>
2009	Commserv Training Sales "Sales Survival Training Held"
2009	BeeOutbond "Team Building Training Program"
<b>2008</b>	<b>Achieved Yearly Individual Target "New Account Sales" 167,7% and get reward "Vacation Trip to Australia"</b>
2008	Denbukit Travel Adventure "Fun Game ATV & Outbond"
2007	Access One "Solution Selling Skills"
2005	NAC Training Sales "Personal Power UNLEASHING THE MAGIC"
2002	The group of Swapala student "Mount and Climb university organization"

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Year	Status	Job Description
December 2014 - Present	<p><u>Account Manager Business to Business (Corporate Account Officer)</u></p> <p>PT. AllProperty Media (www.Rumah.com)</p> <p>Basic salary : <b>IDR 17.200.000.-</b> Allowance :</p> <ul style="list-style-type: none"> <li>Operational Car Transportation</li> <li>Commission 10% Individual target achieved.</li> <li>Medical Coverage</li> </ul> <p>Achieving Targets :</p> <ul style="list-style-type: none"> <li>February 2015 : 224,4%</li> <li>March 2015 : 153,12%</li> <li>April 2015 : 173,82%</li> </ul>	<p><b>Jobdesk :</b></p> <ul style="list-style-type: none"> <li>Introduction meeting to corporate clients (Banks, building materials, etc)</li> <li>Focusing to direct clients and corporate handling</li> <li>Make sample of mock up and presentation package's</li> <li>Negotiations and solution solving</li> <li>Closing deals Ad's package</li> <li>Communicating with internal to solving problems</li> <li>Entertaining clients</li> <li>Collecting invoice payment Ad's</li> <li>Monitoring the Ad's traffic of my clients</li> <li>Reporting directly to Country Manager</li> </ul> <p><b>Clients :</b></p> <ul style="list-style-type: none"> <li>Bank BTN</li> <li>Bank Mandiri</li> <li>Bank BNI</li> <li>Bank BNI Syariah</li> <li>Bank OCBC NISP</li> <li>Bank Standard Chartered</li> <li>Bank CIMB Niaga</li> <li>Bank BJB</li> <li>Bank BCA</li> <li>Bank Permata</li> <li>Bank Muamalat Syariah</li> <li>Bank Bukopin</li> <li>Bank BII</li> <li>USG Boral</li> <li>Schneider</li> <li>Samsung Electronics</li> <li>Etc.</li> </ul>

Year	Status	Job Description
December 2013 - November 2014	<p><u>Junior Sales Manager Ad Network iTVC Online</u></p> <p>PT. Ambient Digital Indonesia (www.AmbientIndonesia.com)</p> <p>Basic salary : <b>IDR 15.000.000.-</b> Allowance :</p> <ul style="list-style-type: none"> <li>Operational Car Transportation</li> <li>Commission 5% from each orders of Individual target, and 3% from team target achieved.</li> <li>Medical Coverage</li> </ul>	<p><b>Jobdesk :</b></p> <ul style="list-style-type: none"> <li>Responsible for monthly individual and sales team target</li> <li>New account focusing for Digital Ad Network Video</li> <li>Made a mockup Ad sample for client</li> <li>Invoicing payment to client</li> <li>Educating conventional client to improve Digital benefits</li> <li>Concern about daily traffic campaign graphics and weekly report to client</li> </ul>

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		<ul style="list-style-type: none"> <li>- Weekly pipeline and monthly report to Sales Director and President Director</li> <li>- Entertain client and after sales service</li> </ul> <p><b>Clients :</b></p> <ul style="list-style-type: none"> <li>- 21 Cineplex</li> <li>- Elevenia</li> <li>- Brother Printers</li> <li>- Kakao Talk</li> <li>- Indosat</li> <li>- Telkomsel</li> <li>- Traveloka</li> <li>- Mayora</li> <li>- Wings</li> <li>- Toolbar Digital Agency</li> <li>- Sinarmas Land</li> <li>- The Tempo Group</li> <li>- Dentsu Networks</li> <li>- Etc.</li> </ul>
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Year	Status	Job Description
January 2012 - December 2013	<p><u>Senior Sales Online Group Ad Staff</u></p> <p>PT. Web Marketing Indonesia (www.Rumah123.com)</p> <p>Basic salary : <b>IDR 10.000.000.-</b> Allowance :</p> <ul style="list-style-type: none"> <li>• Operational Cab Voucher for Transportation</li> <li>• Commission 15% from Individual target achieved.</li> <li>• Medical Coverage</li> </ul>	<p><b>Jobdesk :</b></p> <ul style="list-style-type: none"> <li>- Looking for new third parties database (Banks, building materials, etc)</li> <li>- Maintance Direct Client &amp; Ad Agencies</li> <li>- Making mock up and packages for presentasion (ppt)</li> <li>- Handle bundling products with Tabloid, Majalah, Expo Property Rumah123</li> <li>- Meeting with client</li> <li>- Entertaining client</li> <li>- Closing orders</li> <li>- Handle invoice payment client</li> <li>- Reporting traffic Impressions &amp; Clicks to client for their campaign</li> <li>- Reporting to Sales Manager &amp; Country Manager</li> <li>- Achieving individual target, after sales services</li> </ul> <p><b>Clients :</b></p> <ul style="list-style-type: none"> <li>- Bank BTN &amp; BTN Syariah</li> <li>- Bank Mandiri</li> <li>- Bank BNI</li> <li>- Bank OCBC NISP</li> <li>- Bank Standard Chartered</li> <li>- Bank Niaga</li> <li>- Bank BJB</li> <li>- Bank BCA</li> </ul>

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Year	Status	Job Description
January 2011 – December 2011	<p><u>Senior Key Account Officer</u> <u>Online Ad Staff</u></p> <p>PT. KapanLagi Networks (www.KapanLagi.com)</p> <p>Basic salary : <b>IDR 7.500.000.-</b> Allowances :</p> <ul style="list-style-type: none"> <li>Operational Transportation</li> <li>Commission 5% from Individual target achieved.</li> <li>Medical Coverage</li> </ul>	<p><b>Jobdesk :</b></p> <ul style="list-style-type: none"> <li>- Search for a new database Direct client &amp; Agencies</li> <li>- Made mock up and packages for presentation (ppt)</li> <li>- Meeting with client</li> <li>- Entertaining client</li> <li>- Closing orders</li> <li>- Reporting traffic Impressions &amp; Click banner to client</li> <li>- Reporting progress into team leader</li> <li>- Achieving target</li> <li>- After sales service</li> </ul> <p><b>Clients :</b></p> <ul style="list-style-type: none"> <li>- Unilever</li> <li>- Bank BCA</li> <li>- Media X Asia</li> <li>- Starcomm</li> <li>- Maxus</li> <li>- Mindshare</li> <li>- Interaction</li> <li>- Djarum Group</li> <li>- Yuasa</li> <li>- GS Astra</li> <li>- Cherrypicks</li> <li>- Disdus</li> <li>- VeeLabs</li> <li>- Etc.</li> </ul>

Year	Status	Job Description
July 2010 - December 2010	<p><u>Merchant Acquisition Group</u> <u>Online Commercial</u></p> <p>e-Commerce PT. Rakuten Belanja Online Indonesia – MNC Group (www.Rakuten.co.id)</p> <p>Basic salary : <b>IDR 5.000.000.-</b> Allowance :</p> <ul style="list-style-type: none"> <li>Operational Transportation</li> <li>Commission 3% from Individual target achieved.</li> <li>Medical Coverage</li> </ul>	<p><b>Jobdesk :</b></p> <ul style="list-style-type: none"> <li>- Searching for new client</li> <li>- Meeting with client</li> <li>- Entertaining client</li> <li>- Closing orders</li> <li>- Handle bundling product with Sindo Mass Media</li> <li>- Handle invoice payment client</li> <li>- Reporting to Japan headquarter</li> <li>- Achieving individual target</li> </ul> <p><b>Clients :</b></p> <ul style="list-style-type: none"> <li>- Goldmart</li> <li>- Kadounik</li> <li>- Softex</li> <li>- Electronic Indonesia</li> <li>- Polytron</li> <li>- Sanken</li> <li>- Juragan Helm, Etc</li> </ul>

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Year	Status	Job Description
July 2005 - June 2010	<u>Senior New Account</u> <u>Sales Representative</u> <u>Directory Yellow Pages</u>  PT. Infomedia Nusantara (PT.Telkom Indonesia. Tbk),  Basic salary : <b>IDR 2.800.000.-</b> Allowance : <ul style="list-style-type: none"> <li>• Commission 5% from Yearly Individual target achieved.</li> <li>• Medical Coverage</li> </ul>	<b>Jobdesk :</b> <ul style="list-style-type: none"> <li>- Searching for new clients and database</li> <li>- Cold call to client to introduction our product &amp; services</li> <li>- Meeting with client</li> <li>- Entertaining client</li> <li>- Closing orders</li> <li>- Handle invoice payment</li> <li>- Handle approving for design ads</li> <li>- Handle bundling product with Telkomsel</li> <li>- Daily report activity</li> <li>- Monthly report progress</li> <li>- Achieving target</li> <li>- After sales service</li> </ul> <b>Clients :</b> <ul style="list-style-type: none"> <li>- Techsim</li> <li>- Fingerprint</li> <li>- V2 Spa</li> <li>- Amidis</li> <li>- Temprint</li> <li>- Etc.</li> </ul>

Year	Status	Job Description
July 2004 - June 2005	<u>Call Center &amp; Customer Service</u> <u>Operation Staff</u>  PT. Garuda Indonesia. Tbk. (Garuda Airways)  Basic salary : <b>IDR 2.500.000.-</b> Allowance : <ul style="list-style-type: none"> <li>• Medical Coverage</li> </ul>	<b>Jobdesk :</b> <ul style="list-style-type: none"> <li>- Customer Service</li> <li>- Handle complaining</li> <li>- Handle booking ticket</li> <li>- Handle cancelling ticket</li> <li>- Checking Frequent Flyer point value</li> <li>- Handle exchanging ticket with GFF Points</li> <li>- Daily reporting into a team leader, Etc.</li> </ul>

Year	Status	Job Description
January 2004 - June 2004	<u>Sales Promotion Staff</u> <u>G-Shock Brand</u>  Warna Production & Event Organizer  Basic salary : <b>IDR 1.800.000.-</b>	<b>Jobdesk :</b> <ul style="list-style-type: none"> <li>- Work shift hour based</li> <li>- Mobile sales directly</li> <li>- Project reporting into financial team of the company</li> <li>- Achieving individual target</li> <li>- Etc.</li> </ul>

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## CERTIFICATES





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