




SOVANSENA SAPUTRA

EXPERIENCED

MARKETING SUPERVISOR / ASSIST. MANAGER

CONTACT ME AT

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 https://www.youtube.com/channel/UCL_GRMiegMnrrTkS_LJkaPA

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SKILLS SUMMARY

- Project Manager
- Marketing (B2B) / Marketing Project
- Budgeting and Cost Analysis
- Design Creative
- Staff and User Training
- Process Improvement

AWARDS RECEIVED

-  2nd Ranked Marketing Coordinator in Indonesia, TJD Center Based On Sales & Retention (2018)
-  Graduation with honors cum laude, Padjadjaran University (2012)
-  Best Actor Drama Musical, Head of Purwakarta District's Event (2007)

PERSONAL PROFILE

I have Marketing & Sales Skill, Leadership Skill, Ownership Abilities, Critical Thinking, Creative, Analytical Thinking, Problem Solver, Team or Individual Work, Target / Goal Oriented, Time Management, Administration Work, Negotiation Skill, Fast Learner.

WORK EXPERIENCE

Marketing (Assist. Manager)

PT Surya Palacejaya (Paper Company) | Aug 2019 - April 2021

- Reporting to Marketing Manager (Weekly Report and Monthly Report or Marketing Events)
- Organizing team marketing and sales
- Planning and controlling marketing plan & activity
- Provide marketing strategy in market and ensuring the plan is in line (include social media)
- Building Relationship with 3 (three) stakeholder like User from Company / Government, Design Agency, and Printing
- Consultant for all users when they want discuss about choose the right paper according theme by design or the right budget for their project
- Make sure existing client make retention sales and presentation to new clients
- Controlling project one by one to manage A-Z and make sure user choose our product
- Make a proposal business and send our company profile
- Negotiation about proposal business
- Choose right promotion by situation's market
- Make sure sales team get right information from marketing division, so the vendor's user (tender/project) not false buying the right paper according file administration tender/project
- Make sure our stock not over limit or limitless. If, the product is out of stock - I must make a request buying it to procurement division
- Etc.



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WORK EXPERIENCE

Marketing Coordinator (Spv)

English First - (Education) | Jun 2018 - Aug 2019

- Reporting to Center Director (Dialy Report Sales Activity, Every Month or Marketing Events)
- Planning, organizing, controlling and performance evaluation team sales (6 Sales New Customer, 3 Sales Retention)
- Planning, Budgeting, Tax for Marketing Activity - Traditional Marketing Tools (Flyer, Billboard, Banners, etc), Media (Instagram & Radio), Community (Community of School or Parents, etc), Marketing Event (Studenty Competition Event, National Event, Seminar to College, etc)
- Make a business proposal to education foundation or company
- Negotiation with clients
- Etc.

Marketing Spv. & Business Development

Transafe Indonesia (Provider Training) | Feb 2017 - Jun 2018

- Leading team to achieve target
- Development new market especially mining industry, vessel industry, oil & gas industry
- Make a busniess proposal to existing clients and new clients
- Negotiation about proposal business
- Sales Call (New & Existing Clients)
- Assist training program (project by clients) Kemnaker Certification, BNSP Certification, Completion Certification, and STCW Certification
- Planning, controlling, and evaluation marketing strategy include developmet product, promotion every month, pricing, orginazing staff training for person in charge from operation division (due to training, training place, etc), check the accuracy certificate
- Budgeting project - ROI
- Building relationship with organization government, non-organization government, marketing underground / freelance
- Etc.

CONTACT ME AT



Bandung, Okt 10, 1991



Driving Licence A



Nationality - Indonesia



Marital Status - Single



Philosopher - René Descartes

SKILLS SUMMARY

- Project Management
- Software Development
- Storage Development
- Financial, Procurement, Purchasing
- Brainstorming
- Vendor Management

QUOTES:

▮ *“Ability is what you’re capable of doing. Motivation determines what you do. Attitude determines how well you do it.” – Lou Holtz*

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WORK EXPERIENCE

Direct Sales Representative (B2B)

HSBC Indonesia (Banking) | Mar 2016 - Feb 2017

- Sales call to gather financial data and communication
- Canvassing (B2B)
- Reviewing loan request
- Follow up with clients about loan renewals
- Daily report to team leader (Administration Customer)
- Etc.

Corporate Adm. / Secretary

PT Jerah Surya Kencana Sakti (Contractor - Toll Road) |
Aug 2012 - Jan 2016

- Administration work for legal document
- Make a appointment with stakeholder or clients
- Prepare meeting materials (time keeper, presentation file, document, As minute of meeting / recording meeting, etc)
- Etc.

EDUCATIONAL HISTORY

Widyatama University

Bachelor's Degree of Business Management | 2013 - 2015

- Marketing Management, Economic & Business
- GPA: 3.47 / 4 (scale) - Graduate for 1 years and 8 months

Training:

1. INTERNET (Interest Technique For Network), Technology & Management, 2012
2. "Perkembangan Aplikasi SAP dan Penerapannya di Indonesia", Informatics Departement, 2012
3. Business Inspiration To Be Creative Entrepreneur, Informatics Departement, 2014

QUOTES:

■ *"Let me tell you the secret that has led me to my goals: my strength lies solely in my tenacity." – Louis Pasteur*

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EDUCATIONAL HISTORY

Padjadjaran University

Associate's Degree of Marketing & Business Management |
2009 - 2012

- Marketing & Business Management, Economic & Business
- GPA: 3.64 / 4 (scale) - Graduate for 2 years and 3 months

Training:

1. Program be a Professional Marketing, Marketing Challenge - Economic & Business Faculty, 2010
2. Sosialisasi WMM 2014 di Universitas Padjadjaran Bandung, PT Bank Mandiri Persero, 2014
3. Workshop Augmented Reality, Digital Lounge - Padjadjaran University, 2015

INTEREST

Hobby

Arts, Sports, Books and Movies

Listening Music, Playing Guitar, Play Football, Reading Books (History, Physiology, Culture, etc), Watching Movies

REFERENCES

Work Experience

(Company, Name PIC, Phone Number)

1. PT Surya Palacejaya, Mrs. Soraya, 0812 1361 8082
2. English First, Mr. Robert Gultom, 0986 2988 7056
3. Transafe Indonesia, Ms. Diah Ratnawati, 0878 2072 0108
4. HSBC Indonesia, Mr. Jemmy Putra, 0818 0615 6072
5. PT Jerah SURYA Kencana Sakti, Mrs. Ami Hidayat, 0812 1204 0433

Family

(Relationsjip, Name, Phone Number)

1. Mother, Mrs. Ir. Rakhmiarti, 0878 2378 8199
2. Brother, Mr. Sakti Afifi, 0895 0174 8588
3. Cousin, Mr. Angga, 0812 5473 4568
4. Cousin, Mrs. DR. Saraswati, 0823 1095 2345
5. Uncle, Mr. Rizaman, 0812 7828 3419

QUOTES

■ *"You were hired because you met expectations, you will be promoted if you can exceed them." – Saji Ijiyemi*

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SKILL

- Microsoft Office (Word, Excel, Powerpoint): Experienced
- Photoshop: Intermediate
- Keyboarding: Experienced
- Browsing: Expert
- Sales & Marketing: Expert
- Customer Service: Experienced
- Public Speaking: Experienced
- Administrative Work: Experienced
- Time Management: Experienced
- Negotiation & Persuasive Communication: Experienced

LANGUAGES

- Bahasa Indonesia: Native Speaker
- Javanese (Sunda): Very Good Command
- English: Very Good Working Knowledge & Speaking

TRAINING / COURSE

Soft Skill

(Course, Institution, Date & Years)

- Negotiation Skill, Transafe Indonesia, May 2018
Learn how to negotiate to achieve more value while maximizing the benefits for company and explore how different strategic choices affect outcomes, acquire frameworks for cross-cultural negotiations and identify biases at the bargaining table.
- Time Management, Transafe Indonesia, May 2018
Learn how to take control of your time and get on top of your to-do-list. The core skills of time management: Prioritization, scheduling, focus, challenges such as lateness, and deadline time.

QUOTES:

- *“All growth depends upon activity. There is no development physically or intellectually without effort, and effort means work.”
– Calvin Coolidge*

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TRAINING / COURSE

Soft Skill

(Course, Institution, Date & Years)

- Administration Work, Transafe Indonesia, Mar 2018
 1. Organize file systems to enhance overall efficiency
 2. Write business letters, documents, and email communication
 3. Comprehend the methods of Planning, Organizing and Regulating
 4. Discover ways to make quicker decisions
 5. Understand Emotional Intelligence and its principles at work
 6. Strengthen telephonic skills to better serve employees and customers
 7. Understand the basics of data management for better productivity
 8. Improve your stress endurance skills
- Sales & Marketing, Transafe Indonesia, Jul 2017
 1. Able to understand Marketing and Sales Management, Marketing and Sales Strategy Concepts
 2. Able to understand marketing tools, Company Orientation to Market, provide value and retain customers (Customer Relations)
 3. Able to make market demand analysis, find marketing opportunities / targets, analyze market and consumer segmentation and consumer behavior
 4. Able to make an effective Operational Program Plan and Marketing Plan
 5. Able to align marketing with company policies, systems and procedures
 6. Able to develop marketing and sales strategies as well as implementation strategies
 7. Able to understand sales techniques
- Basic Safety Training, Transafe Indonesia, Aug 2017
 - Sea Survival Training, Fire Fighting Training, First Aid Training, Personal Safety and Social Responsibility

QUOTES:

■ *“Challenges are what make life interesting and overcoming them is what makes life meaningful.” – Joshua J. Marine*

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ACHIEVEMENTS

Marketing (Assist. Manager)

PT Surya Palacejaya | Aug 2019 - present

2020, Surya Palacejaya, as Marketing (Assist. Manager), Surya Palacejaya is a paper company and also distributes imported paper. In this job, I focus on selling imported paper for company applications in making stationary, desk calendars, wall calendars, agendas and others (marketing tools). Basically, my job here is to ensure that the paper specifications used by the user remain on track using fancy paper from Surya Palacejaya, because in working on the calendar and agenda of a company there are 3 (three) stakeholders, namely users from company, design agencies and printers that I need to build communication more intense. In detail, we need to give company users knowledge about paper quality, design agencies need to know which paper from SPJ is suitable for their design and printers need to know what things need to be considered when printing from our paper. In 2019, the clients I handled were 22 companies and in 2020 (until December, 2020) there were 57 existing companies and 18 new companies (new clients).

ACHIEVEMENTS

Marketing Coordinator (SPV)

English First - (Education) | Jun 2018 - Aug 2019

2018, English First Tanjung Duren, as Marketing Coordinator, was ranked 2nd for sales and retention in FY 2019 Q1-Q4 throughout Indonesia. And in the same time, first time for Tanjung Duren Center has collaborated with one of the largest private banks in Indonesia and several other private companies to carry out cooperation on training courses with an in-house training scheme.

QUOTES:

■ *"There are no secrets to success. It is the result of preparation, hard work, and learning from failure." – Colin Powell*

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ACHIEVEMENTS

Marketing Spv. & Business Development

Transafe Indonesia (Provider Training) | Feb 2017 - Jun 2018

2017-2018, Transafe Indonesia, as Marketing Supervisor + Business Development, Transafe Indonesia is a Consultant, Certification and Training Service company for HSEQ (Occupational Health and Safety - K3). I worked at Transafe Indonesia as a Marketing Advisor and then there was a management assessment of me to become a Business Development (probationary period) because of my achievement in increasing the company's opinion from the ASEAN market, especially Singapore, Swire Pacific Offshore Operations Pte. Ltd. The values that I put forward are Transafe Indonesia is ready and able to provide quality services that my client doesn't get from other providers. In addition, I have the responsibility for market development in the mining and maritime industries. The achievement that I have made is Transafe Indonesia is trusted to be a partner of the LSP-BNSP (Professional Certification Institute) for Mining and Geothermal Geology in Bandung and also a partner for the LSP BPSDM ESDM in Jakarta.

ACHIEVEMENTS

Direct Sales Representative (B2B)

HSBC Indonesia (Banking) | Mar 2016 - Feb 2017

2017, HSBC Indonesia, as Direct Sales Representative, achieved rank-5 in indonesia (Dec, 2016) with 18 customer (approved credit card).

PUBLICATIONS

Marketing Campaign Strategy

1. Amatir Video - Marketing Campaign 1 <https://youtu.be/uis9JGY42JE>
2. Amatir Video - Marketing Campaign 2 https://youtu.be/SKpCIQDnH_g
3. Amatir Video - Marketing Campaign 3 <https://youtu.be/JFyDf9e054I>
4. Amatir Video - Marketing Campaign 4 <https://youtu.be/1b4PMhGysp8>
5. Amatir Video - Marketing Campaign 5 <https://youtu.be/IZJ06JknHrw>
6. MAESTro 2019 - Ekonomi Kreatif 2019 <https://youtu.be/7KK2diWCsbc>
7. Etc.

QUOTES:

■ *“You win by effort, by commitment, by ambition, by quality, by expressing yourself individually but in the team context.” – José Mourinho*