

Gandi Yudha Syahputra



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Career Profile

A self-starter and strategic thinker. Versatile skill set with experience from Digital Marketing, Business Development, and Procurement.

Educational

Bachelor of Economics Major in Management Marketing

GPA: 3.27 out of 4.00
University of Brawijaya (2008-2012)

Digital Marketing – Purwadhika Digital Technology School

Short Course:

- Making Successful Decisions through the Strategy, Law & Ethics Model – **University of Michigan (2020)**
- Understanding Omni-Channel Retailing and Supply Chains - **RMIT University (2020)**

Software & Program

SPSS for Statistic, Microsoft Office Application, Adobe Photoshop, Adobe Premier, ERP Oracle Cloud - SCM Module, Tableau

Professional Experience

Hotel Consultant Manager

PT. Commeasure Solution Indonesia (RedDoorz)

August 2019 – October 2020

- Acting as Relationship Manager
- Build and maintain relationship to the property owner at east area
- Relaying property owner needs to the rest of division in RedDoorz
- Ascertain employee Training at RedDoorz property partner updated
- Manage the team of Operational Executive to conduct regular audit in order to maintain standard quality exceed 70% of the minimum score and avoid guest complaint at the OTA
- Plot an appropriate branding item for newly live property
- Run the campaign activation to promote discount voucher through SEM (Google Ads), Social Media Ads (IG & FB)

PT. Bukaka Teknik Utama October 2016 – August 2019

Procurement Control Coordinator

- Project Budgeting and Controlling Regulator
- Maintain a relationship to the main vendor
- Reduce Cost of product manufacturing at least 85% of budget
- Regulator of organization's purchasing decisions for 7 business unit
- UAT ERP Oracle Cloud - Supply Chain Management module implementation system
- Work with Procurement unit create standardisation (SOP) to ensure all of the procurement process in system hustle free
- Vendor Registration, item registration and also vendor audit to ensure purchasing process running well

Business Development – (In House Project)

- Acting as Business Development Strategic
- Feasibility Study for new expansion business Bukaka precast and B2B Approaching
- In assistance to develop marketing campaign material Bukaka Precast (Website & Social Media)
- Organize seminar about precast housing trend in Indonesia in collaborate with Stakeholder

Marketing and Business Development

PT. Scg Pipe & Precast Indonesia

December 2013 - September 2016

- Branding and create campaign for SCG building material, Through Online marketing, ATL and BTL with target at a third position in the market
- Forecasting and create market implementation for marketing strategy to capture the gap in the blue ocean area
- Establish good relationship and liaise with potential B2B business partner, Agency, Vendor and Distributor
- Market survey to measure brand awareness and brand loyalty
- Feasibility studies for the new product HVA and Ensure dummy product to the finish product ready to sell
- Internal audit team for ISO 9001:2008 implementation
- Deliver Weekly Marketing report to the stakeholder
- Create Annual Marketing Budget

MT (Management Trainee) Operation

PT. Ace Hardware Indonesia

March 2013 - August 2013

Licenses and Certifications

- Sales & Marketing Skills with DISC (Issued Jan 2015)
- Google – Certification, Fundamentals of Digital Marketing (Issued Oct 2020)
- Google – License : Google Analytics for Beginner (Issued Nov 2020 – Nov 2023)
- Udemy – Certification, Complete Digital Marketing Course (Issued Sept 2020)
- Udemy – Certification, Marketing Psychology (Issued Sept 2020)
- Accenture – Certification, Digital Skills: Digital Marketing (Issued Nov 2020)

Portofolio Digital Marketing

- Twitter : <https://twitter.com/nontonapadotid>
- Facebook : <https://www.facebook.com/nontonapa.id>
- Instagram : <https://www.instagram.com/nontonapa.id/>
- Website : <https://linktr.ee/gandiyudha>
- LinkedIn : www.linkedin.com/in/gandiyudha

