



PUSPANINGRUM

Sales & Marketing Group Head

Summary

A Personable and trustworthy Account Executive with over 5 years performing in a fast Sales & Marketing departement. Bringing forth a proven history of fostering client relationships in order to maximize sales volume.

Adept at business development and seeking new opportunities from a wide range of clients. Skilled in assessing client drive and implementing programs that best foster that drive and managing or execute event and promotion activations also.

Skills & Proficiencies

- Good Communication
- Problem Solving
- Contract & Deal Negotiation
- Microsoft Office (Excel, Word, and Power Point)
- Digital Marketing Tools
- Social Media Ads
- Event Organizer

Work Experience



Business & Strategic Partnership Leader

PT. Sinar12 Bukit Barisan,

New Retail E-commerce

(Jan 2022 - now)

- Searching new clients and maintenance clients to increased B2B and B2C partnerships by overseeing marketing campaigns from planning to optimization
- Manage and execute optimal inventory supply in quality and quantity based on weeks cover target feedback to drive high sales and margins
- Assume responsibility as one point of contact, issue weekly reports restock availability prices



Project Associate


PT. Sukses Mulya Pratama


Event Organizer


(Jan - Dec 2021)

- Responsibility for budget plan event and maintain event budget
- Administrative support workers with the day to day running of the business by assisting with clerical and administrative processes
- Organizing meeting and travel arrangements, responding to inquiries and implementing office procedures and systems
- Manage event logistic
- Negotiate event vendors

Contact Me

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 0818-0663-7317

 Depok, West Java



Sales Group Head

Okezone - MNC Media Group

(Feb 2020 - Dec 2020)

- Searching new clients and maintenance clients
- Increased our client base by establishing partnerships with advertisers
- Worked on advertising proposals and online marketing campaigns



Educational Background

Bachelor Degree in Business Management

Institution: STIE GICI Business School

Year of Graduation: 2011



Senior Account Executive

Kompas Gramedia Production

(Oct 2017 - May 2018)



Senior Account Executive

ELLE Indonesia Magazine

(Jan 2016 - Sept 2017)

Courses and Certification

Business Development on Tech Program

Institution: REVOU

2021

Introduction to Digital Marketing

Institution: REVOU

2020

Small and Medium Enterprise's with Technology

Institution: Mekari

2019

Intermediate English Courses

Institution: English First

2018

Beauty Class with Loreal Paris & The Body Shop

Instituion: ELLE Indonesia

2015 & 2016



Account Executive

ELLE Indonesia Magazine

(Sept 2014 - Jan 2016)

- Searching New Clients
- Treatment and execute advertising / sales program for clients and company
- Implement sales program to achieve sales team target
- Managing and execute event and promotion activity