

AFID RACHMATULLOH

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Date of Birth : February 24, 1987

Gender : Male

Nationality : Indonesian



CAREER SUMMARY

Professional salesperson and marketer with experience in omni channel technology enabler, SaaS, supply chain management and information technology solutions, technology-based retail startups, food and beverages startups, higher education industries, and state-owned financial institutions with a proven strong track record.

Managed a large team of sales promotion and marketing over the past 5 years.

WORK EXPERIENCE

AturToko

(PT Atur Toko Solusi Indonesia)



AturToko is an E-Commerce Enabler company that focuses on helping principals, SMEs, and corporations able to maximize their brand to sell on the marketplace

September 2022 – January 2023 Senior Brand Acquisition Manager

Responsibilities: As a Senior Brand Acquisition Manager reporting to the Head of Sales

- Responsible for new brand acquisition of product solutions offered
- Identify and develop new-level client prospects
- Develop and review an acquisition strategy to ensure that the brand is a strategic and financial fit for the company
- Ensure the success of the e-commerce platform including driving orders and revenue and smooth operation
- Work closely with cross-functional teams for any related topic to ensure the success of onboarding new client
- Building good relationships and trust with clients to understand more about their business and their key success factors
- Advice about promotional campaigns and product selections; give actionable strategy and related customer needs to help clients grow their businesses
- Manage communication channels with clients to ensure mutual understanding

PowerCommerce Asia

(PT Mitra Semeru Indonesia)



Power Commerce Asia is a Solution Technology Company that focuses on E-Commerce Omni-Channel and Supply Chain Management across SEA

November 2021 – August 2022: Enterprise Sales Manager

Responsibilities: As an Enterprise Sales Manager reporting to the Head of Enterprise Sales

- Identify and develop new enterprise-level customer prospects
- Generating leads from within the network and from business development activities
- Responsible for account planning and implementing sales strategies including the collation and update or submission of pipeline reports weekly
- Proactive client engagements exploring new sales opportunities with new and existing clients handling bid management, quotation, and proposal generations
- Perform sales presentations to clients related to the company products and services

- Managing end-to-end deal cycle and building and maintaining the deal pipeline

Bluepay Co., Ltd

(PT BLUEmart Technology Indonesia and PT Balon Indoteknologi Komunikasi (BLUEmart))



The company Alibaba Group invested, to serve the South East Asia market with headquarters based in Bangkok, Thailand, and research development in Shenzhen, China. Operating in the technology-based retail startup industry.

July 2020 – September 2021: Business Development Manager

Responsibilities: As a Business Development Manager reporting to Region Manager

- Responsible to manage existing partners within the area/region
- Develop and acquire new business (B2B)
- Coordinate with internal departments to support the account's business needs and requirements.
- Managing communications between key clients and internal teams
- Negotiating contracts with clients and establishing a timeline of performance
- Analyzing client data to provide customer relationship management
- Expanding relationships and bringing in new clients
- Create reports for clients and also management
- Area of Expertise: School, Universities, Government, Public Places, Offices, Industrial (Factories)

March 2019 – June 2020: Marketing Specialist

Responsibilities: As a Marketing Specialist reporting to the VP of Business Development Strategy, had responsibilities to managing Indonesia's offline marketing team. The team consists of three Regional Supervisors and 73 Purchase Consultant staff.

The team was responsible for all offline events and all marketing activities according to BLUEmart's business objectives.

As a marketing specialist, I was also given the responsibility to manage several strategic projects, including being responsible managing all project activities, managing day-to-day sales in 300+ merchants, the partner training, organizing all aspect marketing activities, and the after-sales unit. Supported by a team divided into some regions: one legal coordinator, three legal staff, and 100+ Field Project Purchase Consultant staff.

The Purchase Consultant team was responsible for training and creating close cooperation with the store people/ partner, maintaining good relationships, sales and promotion in the store, and surveying market prices and competitors.

Wakuliner

(PT BigIT Republik Aplikasi)



The company is Indonesia's most complete one-stop all-in-one culinary and catering platform. Associated with Indigo, the startup incubator, and accelerator from Telkom Indonesia, a telco state-owned enterprise

October 2018 – February 2019: Senior Sales Marketing Executive

Responsibilities: As a Senior Sales Marketing Executive reporting to the Head of Marketing, had responsibilities to seek new business opportunities and maintain existing business, develop a strategic marketing plan for Wakuliner platform services, and develop a brand strategy, customized comprehensive B2B and B2C sales activity.

BINUS University

(BINUS Business School, BINUS Graduate Program, and BINUS Doctorate Program)



July 2013 – August 2018: Sales and Promotion Officer

The company is one of the best private universities in Indonesia with many awards and achieves world university ranking.

Responsibilities: As a Sales and Promotion Officer reporting to Marketing Manager, had responsibilities to perform sales & promotion activities (inside and outside campus) end-to-end process, develop

comprehensive sales and promotion plan in one marketing year, and manage the promotion team from BINUS existing student.

PT Permodalan Nasional Madani, Persero
(Unit Layanan Modal Mikro (UlaMM))



October 2012 – April 2013 : Marketing Officer

The company is an owned-stated financial institution in credit financing for small and medium (SME) enterprises.

Responsibilities: As a Marketing Officer reporting to the Marketing Manager, had responsibilities to manage a portfolio of financing and business relationship with new and existing customers, forecast and improve the customer base also assist in the collection and resolution of past due accounts.

EDUCATION

2005 – 2012: Jenderal Soedirman University, Purwokerto, Central Java, Indonesia
Communication Science / *Ilmu Komunikasi* (Major: Mass Communication / *Komunikasi Massa*),
S.I.Kom.

Accredited "A" BAN PT No. SK: 139/SK/BAN-PT/Akred/S/IV/2015

Research Paper : *"Strategi Komunikasi Pemerintah Daerah Kabupaten Banyumas Dalam Upaya Penataan Pedagang Kaki Lima Jalan Jenderal Soedirman"*

GPA: 3,15 / 4,00

STRATEGIC CONTRIBUTIONS:

2022 – Succeeded in a short period, getting brand Selis and brand SilkyGirl (Alliance Cosmetics / Mandom Group)

2022 – Involved in big sales for Ajinomoto, their sales achievement reached the highest for three years in the online channel by using e-commerce enabler services

2022 – Succeeded in a short period, getting several clients with several market-leading FMCG brand names such as Ajinomoto, Colatta, Fiber Crème, YoyiC, and several SME brands such as Clorismen, Eusie Cosmetics, Chanira, RajaKidzone. Also serves as a Key Account for existing clients such as Galeri 24 (G24), Bernofarm, and Menarini

2019 – Initiating and leading expansion BLUEmart new business opportunities with marketing activities in industrial areas and successfully collaborating with various HRGA and APINDO organizations in Cikarang, Karawang, Tangerang, Bogor, Bandung, and Purwakarta

2019 - Two big projects are running for Wakuliner daily catering subscription

ACHIEVEMENT

2017 - The highest number of BINUS Doctorate Program student enrollment

2015 - The highest number of Doctor of Research in Management (DRM) Program student enrollment

2015 - The highest number in 5 years of BINUS Graduate Program student enrollment

2013 - The highest number in 7 years of BINUS Business School student enrollment

FIELD OF EXPERIENCE:

- Sales and Promotion
- Marketing Strategy
- Team Management
- Project Management

TRAINING:

- 2022** – How to create a killer RTM for Enterprise Sales Management, PowerCommerce Asia, Jakarta
- 2020** – People Management for Leaders, BLUEmart Learning and Development Department, Jakarta
Managing Virtual Teams, BLUEmart Learning and Development, Department, Jakarta
- 2014** – Marketing Learning and Development Level 2 Program, BINUS University, Jakarta
- Personal Goal Setting and Time Management
 - Market Research
 - Marketing Management
 - Salesmanship
 - Presentation Skills
 - Filling Management and Document
- 2013** – One Day Seminar: Hypnosis for Selling, BINUS University, Jakarta
- 2012** – Regular Marketing Training Program, PT Permodalan Nasional Madani (Persero), Yogyakarta

REFERENCES:

Myrza Febi
Head of Sales
PowerCommerce Asia and AturToko
myrza.febi@gmail.com
Relationship: Direct Supervisor

David Jiang
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Relationship: Direct Supervisor

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