

Callista Nidausoleha Saumi

Depok, Indonesia | Phone: +6282210021228 | callistanida@gmail.com

SUMMARY

An organized and creative professional with proven marketing skills and a desire to learn more. Possess 3+ years of experience working for a diverse group of organizations and clients. Gained expertise in data analysis, publication marketing, also a team member with strong leadership and ability to work under pressure.

WORK EXPERIENCE

PT CSM CORPORATAMA

Coordinator Marketing (2022 - Present)

- Present, Promote and sell products/ services using solid arguments to existing and prospective customer.
- Establish, develop and maintain positive business and customer relationship
- Coordinate sales effort with team members and other
- Reporting and Analysing weekly profit and loss achievement
- Creating consultative selling for customer

PT BRI MULTIFINANCE INDONESIA

Relationship Manager (August 2021- August 2022)

- Built a good relationship with existing clients and looking for new account
- Observe and monitoring the progress of existing loans
- Carry out a survey to find out potential customer by analyzing character, risk and debt - service coverage ratio.

PT BANK MANDIRI

Marketing Staff (March 2018 - July 2020)

- Responsible for corporate payroll in greater South Jakarta
- Formulate and execute marketing strategy for acquiring new targetted customer
- Perform in depths analysis about customer business potensial
- The best KPI 200%
- Supervised merchant business development through increasing active merchant customer, retail transaction and sales volumes EDC machine

PT LIPPO CIKARANG

Sales Executive (January 2017 - September 2017)

- Coordinate with the manager in budget controlling for all marketing projects from multiple divisions, and creating weekly report
- Assisting the sales team by providing the key to the house/apartment units on sale
- Handling Meikarta branch Bogor dan Malang

EDUCATION

- **Politeknik APP Jakarta (2014 - 2017)**
Diploma III Marketing
- **Perbanas Institute (2018 - 2021)**
Bachelor's Degree, Marketing Management

AWARDS

- **BEST KPI (Retail Ready Branch)**
PT Bank Mandiri Kanwil V Fatmawati 2019
- **BEST Closing Retail**
PT Bank Mandiri Kanwil V Fatmawati 2019

CERTIFICATE

- Achievement Motivation Training - Kementerian Perindustrian 2014
- The Power Of Brand - Kementerian Perindustrian 2016
- Kesehatan Nasional STIKES Mitra Ria Husada 2017
- Seminar Millennial SDM di Era Digital - UKI 2019
- TOEFL Prediction By Neuro Score 573 2021

SKILLS

- Time Management
- Adaptation
- Collaboration
- Market Research
- Microsoft Office
- Customer Experience
- Data Analyst