

Muhamad Iqbal Shidiq Nugraha

iqbalshidiqn@gmail.com | www.linkedin.com/in/miqbalshidiqn

+6287861326233 | Bekasi City



ABOUT ME

- I am a hard worker who has a vision for the future in improving company performance. I am an experienced and self-motivated marketing professional with a track record of achieving and exceeding the challenges given for around two years. Able to develop sales strategy individually and collectively also possess presentation skills with negotiation skills with the vision to collaborate ideas with a touch of detail and creativity. I am used to a fast-paced workplace and dare to make decisions and face challenges to achieve goals and objectives.

EDUCATION

University of Padjadjaran

- Bachelor of Fisheries
- GPA 3.37/4.00
- Write a thesis for Bachelor Degree with the title "The Effect of the Type of Packaging on the Shelf Life of the Combination *Nori Sargassum* sp. and *Eucheuma spinosum*"

Jatinangor, Sumedang

Aug 2016 - Aug 2021

WORK EXPERIENCE

PT Wahana Semesta Ilmu | Wall Street English

Regional Personal Consultant

Feb 2024- Mar 2024

- Spearheaded sales efforts within the designated region, driving revenue growth and expanding the customer base.
- Develop and maintain strong relationships with clients, understanding their needs and offering tailored solutions to meet their goals.
- Conduct market research to identify potential sales opportunities and trends, leveraging findings to optimize sales strategies.
- Provide comprehensive product demonstrations and presentations to prospective clients, effectively highlighting the value proposition.
- Collaborate with cross-functional teams to ensure seamless execution of sales initiatives and achieve targets.
- Monitor and analyze sales performance metrics, identifying areas for improvement and implementing corrective actions as needed.
- Stay updated on industry developments and competitor activities to remain competitive in the market.

Center Personal Consultant

June 2023- Jan 2024

- Provide direct customer service via chat and telephone, delivering effective solutions to their needs.
- Conduct direct presentations to customers, both individually and to schools, regarding the company's flagship products, particularly learning solutions for students.
- Lead direct sales activities, optimizing sales opportunities, and ensuring sales targets are met.
- Manage and update the customer database to classify sales priorities and deliver better service.
- Develop and implement personalized study plans for current students to support them in achieving their academic goals, while also conducting advising sessions to provide guidance.
- Address objections and complaints effectively, finding optimal solutions that benefit both the company and the students.

PT. Ruang Raya Indonesia | Ruangguru

Field Education Consultant

Jakarta Timur

June 2022- Mar 2023

- Conduct direct sales activities with customers via chat and telephone.
- Deliver direct presentations to schools showcasing the company's superior learning solutions for students.
- Maintain and update customer database to prioritize sales efforts.
- Provide excellent service at the center while also generating revenues and referrals.
- Handling Objections and Complaints.

PT. Talenta Sinergi Group | EduWork

Business Development Executive Internship

Sleman, Yogyakarta

Oct 2021- Jan 2022

- Responsible for assessing and analyzing prospective companies for potential future partnerships.
- Communicate with key points of contact PIC and develop partnership proposals for them.
- Streamline team collaboration and enhance efficiency through effective campaign management to meet targets.
- Successfully achieved partnership targets within a three-month timeframe.

PT. Multidaya Teknologi Nusantara | Efishery

Product Marketing Internship

Bandung, Jawa Barat

Nov- Nov 2021

- Spearheaded a project within eFarm aimed at expanding product reach, enhancing engagement, and driving sales.
- Developed and executed a campaign targeting key opinion leader farmers across various social media platforms including Facebook, YouTube, Instagram, etc., to foster collaborations.
- Conducted analysis of social media profiles belonging to key opinion leader farmers meeting our criteria, and approached them accordingly.

ACHIEVEMENTS

- Top 5 National FEC New Hire Partial Cluster at Ruangguru July and August, 2022
- Top 3 Best Rookie at Wall Street English August, 2023

SKILLS**LANGUAGE**

- Leadership
- Public Speaking
- Presentation
- Product Marketing
- Problem Solving
- Sales
- Project Management
- Business Development

- English
- Bahasa

REFERENCES

- Febi Catur Monetri - National Sales Team (febi.monetri@wallstreetenglish.co.id, +6285711525528), Fadhiel Abdulbar Soediby - Member's Advisor (fadhiel.soediby@wallstreetenglish.co.id, +6285831631355)
- Amsal Fran Sinatra - Regional Lead Sales and Marketing Special Region III (amsal.jkt@ruangguru.id, +6281808731669), Anastasha Pricilla – Coach Field Education Consultant Ruangguru (anastasha.pricilla@ruangguru.id, +6281297265332)