

CURRICULUM VITAE



PERSONAL DATA

Full Name : DANI BUDIMAN, SE
Place and Date of Birth : T. KARANG / 25 APRIL 1978
Sex : MALE
Marital Status : MARRIED
Nationality : INDONESIA
Address : GREEN VALLEY RESIDENCE, Blok E No 41,
BANDUNG
Mobile / HP : 0811 2078 222 (WA) – 0811 2107872

EDUCATIONAL BACKGROUND

I. FORMAL

2000 S-1 from Economic Faculty, Majoring Marketing, Lampung
University

II. NON FORMAL

1996 Graduated from General English Advanced Levels, LB-LIA Bandar
Lampung

SEMINARS AND TRAININGS

1. Dale Carnegie "First Salesman Training/FST" 2003
2. James Gwee " 5 in 1 Sales Seminar "2007
3. Dale Carnegie " Basic Salesmanship & Advanced Salesmanship, 2007, 2011, 2013
4. **Dale Carnegie " TRAINING TO TRAINER" 2008, CERTIFIED**
5. James Gwee " Grab Your Audience " 2008
6. Col. Izzudin (Malaysia) "ABC (Awareness Before Change) training" AXA Financial 2009
7. Deliver Customer & Community Satisfaction Training to Frontliners Yamaha 2009
8. Deliver Salesmanship training to Frontliners & Salesman Yamaha 2009
9. Deliver Motivation & Salesmanship session to Yamaha Salesman & Counter Sales 2007-2009
10. Deliver Basic Salesmanship to Yamaha Salesman & Counter Sales 2009
11. Deliver Advance Salesmanship to Yamaha Salesman & Counter Sales 2009
12. Deliver Salesmanship Concept to Yamaha Lampung Owner & Sales Manager 2009, 2010, 20011
13. James Gwee "Highly Effective Marketing Communication" 2013
14. Tung Desem, "Marketing Revolution", 2014
15. Dale Carnegie "Leading in Diversity" 2016
16. Seminar Baca Kilat 3.0 2019
17. Ecourse Digital Marketing : FB & IG, Google Ads Mastery 2020
18. **Ecourse Digital Marketing for Property, Dav Digi, 2021**
19. **Ecourse Master Flipper Property, 2021, Certified**

20. **Ecourse Sertifikasi BNSP Trainer, Training to Trainer (TOT), 2021**

ACHIEVEMENT

1. Create The first & only in Sumatera Area, Name Card with Self Picture, 2003
2. The Best Award Sales Lampung (PT. Astra International Tbk-TSO – Auto 2000) “Evaluation By Sales Volume” 2003, Awarded Cash Money Idr 10 mill
3. The Best Sales Sumatera (PT. Astra International Tbk-TSO – Auto 2000) “By Sales Volume Retail all Sales Sumatera” 2004, Evaluation, Awarded trip to Singapore
4. The Best Market Share Lampung (PT. Lautan Teduh Interniaga – Main Dealer Yamaha Lampung), awarded trip to Thailand – Vietnam – Singapore “Evaluation by Police Registration Lampung” January 2007
5. The Best Sales Yamaha Matic Lampung (PT. Lautan Teduh Interniaga – Main Dealer Yamaha Lampung) “Evaluation by Sales to User Lampung” January 2007, Awarded Trip to Bali
6. Award Winner Dale Carnegie “Training to Trainer”, April 2008
7. Award Winner James Gwee “Grab Your Audience” Training, July 2008
8. The Best Yamaha Integrated Marketing Event in Sumatra 2009
9. The Biggest Yamaha Matic Event in Region 1 in 2010
10. The Best Recruit, Axa Financial Recruitment Contest 2011
11. **Best Sales Team** Grand Sharon Residence 2015 “Evaluation by Sales Unit Permonth”
12. **ESTABLISH RAJASALAND PROPERTI AGENT – RPA 2019**
13. **ESTABLISH RAJASALAND SALES ACADEMY – RSA 2020**
14. **Best 3 Closing in a Day**, Wangsarajasa Investment Day 12 Rooms Type price of 3.1 Bill/unit. Total Cash in 9.3 bill. Event Customer Gathering @Wangsarajasa, 09/09/2019
15. **Best 40 Closing in a Day**, Launching Rajasanagara Cinunuk phase 2 @ Fox Lite Hotel, Oct 2019
16. Create **Rajasaland Sedekah On the Street (SOS) Team**
17. Create **Standard Operating Procedure (SOP)** for Sales Division, including SOP Showing Show Unit to Customers 2020
18. **Career Promotion based on FAST TRACK Program** from Sales Inhouse to Supervisor 2 persons, 2020
19. **Closing 4 unit Wangsarajasa** 12 Rooms Type price 3.1 Bill/unit. Total Cash in worth of 12.4 Bill, Apr 2020

WORKING EXPERIENCES

1997 - 1999	<i>PT. Phillip Morris (Marlboro) as Sales & Promoter</i> <i>PT. Phillip Morris Promoted as Team Leader</i>
2000 – 2005	<i>PT. Astra International Tbk – TSO – Auto 2000</i> <i>as SALES EXECUTIVE</i>
2005 – 2011	<i>PT. Lautan Teduh (Main Dealer YAMAHA Lampung) –</i> <i>Metro as BRANCH MANAGER</i> <i>PT. Lautan Teduh – Head Office Lampung Promoted as</i>

AREA MARKETING MANAGER

**PT. Lautan Teduh – Head Office Lampung Promoted as
MANAGER PROMOTION AND EDUCATION**

2011 – 2013

**PT. Axa Financial Indonesia as SENIOR RECRUITMENT
MANAGER**

2013 – 2015

**PT. Mawar Sharon Mandiri, Grand Sharon Residence,
Bandung as SALES & PROMOTION MANAGER**

2015 – 2018

**PT. Multraland International Real Estate, The Qubix
Residence & Villa Lembang as & GENERAL MANAGER
SALES MARKETING**

2018 - Now

**PT. Raja Prima Sumatera – Rajasaland, Rajasanagara &
Wangsarajasa as & GENERAL MANAGER SALES
MARKETING**

JOB SUMMARY

Creating Sales & Promotion strategies for brand awareness & image, product position & company's target

Coordinate all Sales & Promotion activity including in house & sales agent

Coordinate with related internal & external parties

Planning, arrange & monitor marketing budget, payment/installment

Organize, execute, maintain & evaluate marketing & communication activities including online & offline activities, such as : official website, socmed ads, advertising, event, exhibition, etc

Report weekly & monthly to BOD

JOB DESCRIPTIONS

SALES

:

Coordinate with HR & GA to Recruit, Train, Coach, Develop sales inhouse & sales agent skills & attitude

Create Target for each Sales person

Plan & direct sales spv, inhouse & agent to achieve target & customers database

Monitor sales activities & reports daily & weekly

Evaluate sales performances on KPI

Collect & monitor competitors activities

PROMOTION

:

Plan Promotional activities & budget according to promotion plan to support sales & brand awareness/image

Collect advertising information (incl. Price, circulation, target readers, contact, competitors) from target media channel according to communication plan

Negotiate to Vendors (Event organizer, billboard, banners, etc) on price & payment
Make the event permit to government & police (local authorities)
Execute, monitor & evaluate promotional activities to achieve product position & sales target such as event, exhibition, billboard, banners, including online promotion, etc
Coordinate with related internal division such as graphic design, finance, event coordinator
Create & maintain sales & promotion kits such as catalogue, brochure, namecard, etc

PROJECT EVENT HANDLED

YAMAHA

:

1. Integrated Yamaha Campaign event around cities in Lampung & Bengkulu (Region 1), the event mission is to increase Yamaha Brand Awareness towards the Market and achieve Sales Target. The event agenda consist of Exhibition, Live Music by Top Band/Singer & Local Band/Singer & Entertainment (Magic Show, Dancer, etc), Game, Motor repair, Coaching Clinic, Drawing Contest
2. KUMBAYA (Kumpul Barang Yamaha Matic), the event objective is to increase awareness of Matic Yamaha and gathered Yamaha matic riders & communities around Region 1 (Lampung & Bengkulu). The event agenda consist of Live Music, featuring Anima Band (Top Band) and local band. Modification Contest, Safety Riding Contest, Game & Entertainment show (Sexy Dancers).
3. Yamaha Dealer Owners Gathering events every 6 months
4. Yamaha Product Knowledge Training events every 3 months
5. Yamaha Salesmanship & Leadership Training events every 3 months
6. Yamaha Family Gathering for employees, yearly

@ GRAND SHARON RESIDENCE :

1. Routine property exhibitions around Bandung Mall such as : Trans Studio Mall (TSM), Bandung Indah Plaza (BIP), Pascal 23 Hypersquare, Istana Plaza Bandung (IP), Paris Van Java (PVJ), Festival City Link (FCL)
2. Product Knowledge & Gathering Agent @ The Clover, Bandung
3. Customer Gathering (Inhouse Event) on weekly basis on site

@ THE QUBIX RESIDENCE & VILLA :

1. Routine property exhibitions around Bandung Mall & Jakarta Mall such as : Trans Studio Mall (TSM), Bandung Indah Plaza (BIP), Pascal 23 Hypersquare, Istana Plaza Bandung (IP), Paris Van Java (PVJ), Cimahi Mall, Pondok Indah Mall Jakarta (PIM), Mall Taman Anggrek Jakarta (MTA), 2015 – 2017

2. Product Knowledge for Sales Inhouse & Agent @ Dusun Bambu, Lembang
3. Commitment Meeting for Agent & Principal @ The Meize, Bandung, 2016
4. Investor Gathering @ Four Season Hotel, Bandung. Invite potential buyer to attend Investor Gathering and to Create Urgency to Buy on the event. The event consist of Investment Insight , Product Knowledge Presentation, Q & A session, Live Music & Dinner, Booking Session. 2016 - 2017
5. Customer Gathering (Inhouse Event) on weekly basis on site 2015 - 2017
6. Investor Gathering @ Maja House, Lembang 2015 – 2017
7. Property Seminar : How to Maximize Investment on Property 2017, keynote speaker : **Tung Desem Waringin** (Indonesia Motivator & Marketing Expert) @ Grandball room, Intercontinental Hotel Dago, Bandung, Dec. 2016
8. Property Seminar : Property Outlook & Investment 2018, keynote speaker : **Andy K. Natanael** (VP Marketing Sentul City Tbk., CEO Projek Indonesia) @ Holiday Inn, Pasteur, Nov. 2017

@ RAJASALAND :

1. Customer Gathering with UAS : “Investasi Berkah”, keynote Speaker : **Ustadz Abdul Somad & Erman Safar** (President Director Rajasaland) @ Wangsa Rajasa, Integrated Rukost Area, Jatinangor – Bandung 09, 09, 2019
2. Launching Product & Customer Gathering, @ Fox Lite Hotel, Metro Indah Mall – Bandung, Okt 2019

ENTREPRENEUR EXPERIENCES

- 1999 – 2015 SAMBA Production “Event Organizer”** (Promotion, Training, Outsourcing) (OWNER)
- Organized Some Local and National Events
 - Held Sheila on 7 Show, Anima Band, etc in Bandar Lampung
- 2010 – 2015 President Director of PT. Global Televo Indonesia :**
- **Master Vendor Event & Promotion & HR Outsourcing for PT.Mayora,Tbk** : Held Vitazone, Torabika, MieGelas Super Bubur events in schools & traditional market, outsourcing SPG, Driver, MD. Branding Chiller for Teh Pucuk Harum
- 2004 – 2006 AutoKencana Car Wash** (Owner)
- Cooperate with Alfa Supermarket Lampung (Plaza Lotus)
- 2008 – 2017 Director of CV. Kencana Globalindo & President Director of PT. Kencana Global Transindo :**
- Vendor Expedition for Toyota, Daihatsu & Ford :**
 - PT. Astra International, Tbk, - TSO, Auto2000 Area Sumatera - Java
 - PT. Astrido Toyota and PT. Astrido Daihatsu Jakarta
 - PT. Anugerah Guna Mandiri (Authorized Ford Dealer Jakarta, Bengkulu, Lampung)
 - Corporate Sales Partner of ALP (Atosim Lampung Pelayaran

ACHIEVEMENT

1. Auto Kencana Car Wash is The First Car Wash in Supermarket Lampung (Plaza Lotus)
2. Pioneer of Drivers Zero Accident Campaign as Self Driver Vendor of PT. Astra International Tbk. Toyota Sales Operation @Java & Sumatera Region
3. Pioneer of Drivers Safety Driving Training & Campaign as Self Driver Vendor of PT. Astra International Tbk. Toyota Sales Operation cooperate with Dirlantas Polda @Java & Sumatera Region

ACTIVITIES DOCUMENTATION

Networking, Training, Public Speaking, Team Achievement, Sales B2B

Bersama Rajasaland B O D & Regional Consumer Head & Team PT. Mandiri Tbk.



Bersama Komisaris Independen PT. Telkom Tbk. Bp. Cahvana & Staff @ TLT Jakarta



Bersama Bupati Sumedang, Bp. H. Dony Ahmad Munir & Kacab BSI Bp.M. Taqiyudin



Bersama Direktur IT PT. Telkom Tbk. Bp. Erlan @ TLT Jakarta



**Training Rajasaland Sales Academy :
Role Play**



**Training RAJASALAND SALES
ACADEMY : S O P Showing Unit**

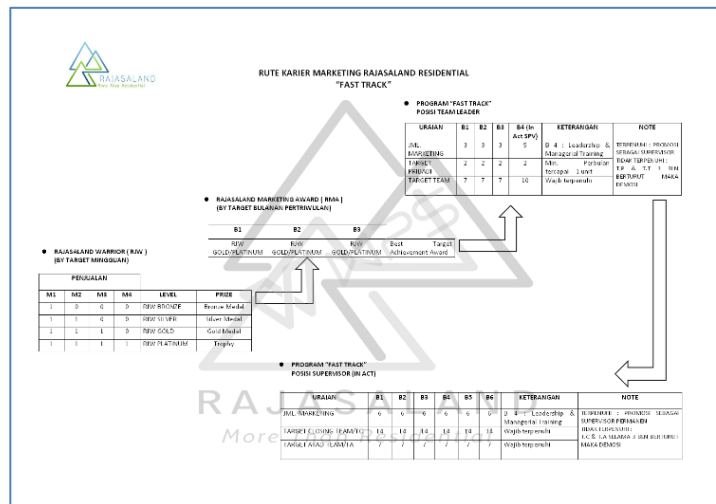
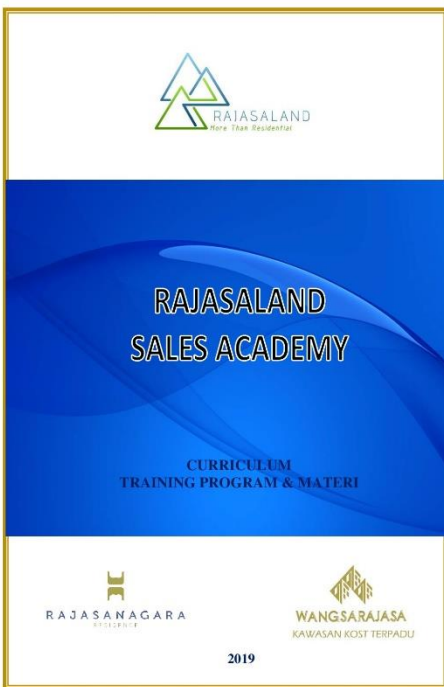
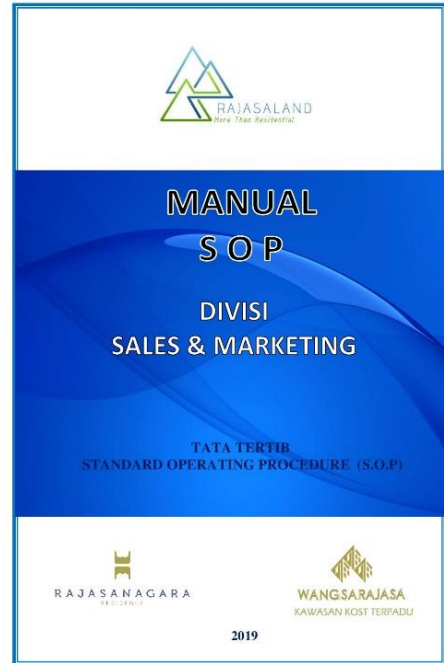
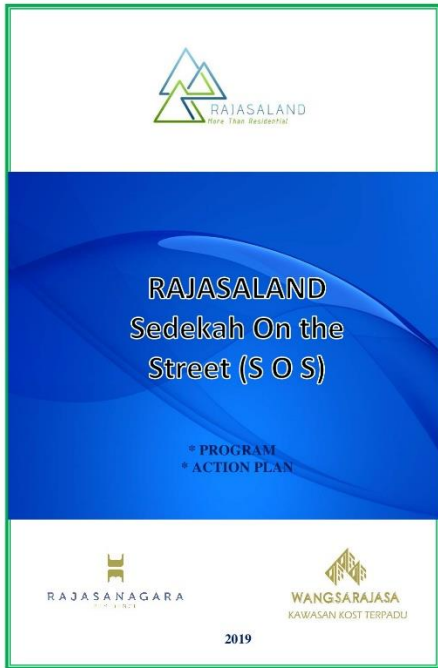


**Bersama Tim Sedekah On the Street
(SOS) – Program Sedekah ke Panti Asuhan**



**Bersama Tim @ Acara Launching Product
Baru @Fox Lite**







Sebagai Pembicara Acara Launching Product Baru @ Fox Lite Hotel

Sebagai Pembicara Customer Gathering @ RS Al Islam



RAJASALAND SALES ACADEMY

Team Achievement Award & Reward



Golden Moment



Training Product Knowledge Bersama RM & BM Bank BSI se-Bandung



**RAJASALAND PROPERTI AGENT
MEETING & ACTIVITIES**



TRAINING SERVICE EXCELLENCE DRIVER



**DIREKTUR CV. KENCANA
GLOBALINDO :
DANI BUDIMAN**

**Suasana Uji Training Service
Excellence**

**PROGRAM SOSIALISASI ETIKA BERKENDARA SESUAI UU LANTAS
DAN KAMPANYE "ZERO ACCIDENT"**



Program Training & Kampanye ini, murni merupakan ide, gagasan yang di Inisiasi oleh Direktur CV. Kencana Globalindo, **DANI BUDIMAN** selaku Mitra PT. **Astra Internasional Tbk. – Toyota Sales Operation – Auto 2000**

**PROGRAM SERTIFIKASI DRIVER
INISIASI CV. KENCANA GLOBALINDO
DIREKTUR : DANI BUDIMAN**

Program Sertifikasi ini murni merupakan ide, gagasan yang di Inisiasi oleh Direktur CV. Kencana Globalindo, **DANI BUDIMAN** selaku Mitra **PT. Astra Internasional Tbk. – Toyota Sales Operation – Auto 2000**



Suasana Uji Sertifikasi



PROGRAM SOSIALISASI ETIKA BERKENDARA SESUAI UU LANTAS DAN PENCANANGAN KAMPANYE “ZERO ACCIDENT”

Program Sosialisasi & Kampanye ini murni merupakan ide, gagasan yang di Inisiasi oleh Direktur Utama PT. Kencana Global Transindo, **DANI BUDIMAN** selaku Mitra **PT. Astra Internasional Tbk. – Toyota Sales Operation, Auto 2000**



DIREKTUR UTAMA
PT. KENCANA GLOBAL TRANSINDO :
DANI BUDIMAN
BERSAMA KACAB AUTO 2000 & DRIVER

Foto-foto Kegiatan yang terselenggara dengan kerjasama :
PT. Astra Internasional Tbk. – Toyota Sales Operation, Auto 2000
- Direktorat Lalu Lintas (Dirlantas) Polda -
PT. KENCANA GLOBAL TRANSINDO - PERSSIS Propinsi Lampung

HASIL TEST STIFFIN (SIDIK JARI)



SERTIFIKAT
Hasil Tes STIFin
No. LAM-GIN-01-1211-0003, 05-November-2012

DANI BUDIMAN

Hasil :
Te
(Thinking Extrovert)


Thumb	Fore	Middle	Ring	Little	
					L
					R

25-04-1977

Dikeluarkan oleh :

Ir. Nanang Rudiyanto, MM
Direktur Utama

www.stifin.co.id



Tipe anda :
Thinking extrovert (Te)



Sistem Operasi otak berada di:	Belahan Otak Kiri
Jenis Kecerdasan	Lapisan Kelabu (luar)
Peranan	IQ (Logical Quotient)
Kelebihan	Chief (Komandan)
Target	Multiplying (Paliptogandaan)
Harapan	Authority (Wewenang)
Arah Merek	Controlling (Pengendalian)
Tabiat terhadap uang	Merek pada proses manajerialnya
Konstitusi (Bentuk) Jasmani	Mengumpulkan
Kekuatan Jasmani	Piknis yang tipis
Fungsi Tubuh	Tulang dengan sendi yang tembut
Personaliti tetap yang dapat diriset secara psikometrik	Tulang bergerak cepat
	thoughtful, analytical, competitive, reserved, planner, positive, argumentative, forceful, formal, justice

Intisari tentang anda :
Kecerdasan anda **THINKING** yang berarti merujuk kepada logika anda, yang membuat anda rasional dan objektif.
Kecerdasan tersebut dikemudikan bergerak dari luar ke dalam, sehingga anda mahir menjadi komandan pada satu organisasi.

Empat Kata Kunci: menalar, tulang, mandiri, meluas

Cara Belajar: menalar bacaan dengan membuat struktur dan skema yang mudah Meningkatkan minat belajar: dibukakan jalur kemenangan untuk mengalahkan lawannya

Klu Diri: mencari PABRIK untuk menjalankan 'mesin' nya

Kemistri
ngeklik secara alami:
(dicari)
TAHTA

Kestamaan SEKOLAH menuju karir di INDUSTRI yang sesuai (#1): manajemen/keperintahan, manufacturing, properti, peternakan

Sekolah menuju PROFESI pilihan lainnya (#2):
ristek, it, bisnis pertambangan, ahli konstruksi, bisnis kesehatan, garmen, peneliti, fabrikasi, perminyakan, pengeboran, programmer, dokter, apoteker, ekonom, manajer, dosen/guru, properti, insinyur, fisika/kawan, kimiawan, konsultan manajemen, teknokrat, birokrat, pajak, produsen, quality control, auditor, ahli strategi, pelatih bola, pembuat kebijakan, system analyst, ahli rekayasa, developer, atlit (pertandingan), dll

Sisi positif yang perlu dibina dan hal yang perlu diwaspadai dari anda sendiri:
menyukai kemenangan seperti seorang penakluk namun kurang stamina untuk terus menerus bertanding; kebenaran empirik hanya datang dari pengalaman dirinya namun tidak suka kebenaran dari nasihat orang lain; pandai mengakumulasi keuntungan dengan coverage yang luas namun kurang mahir dalam membuat prioritas jangka panjang; perannya sangat sirkulatif di semua entitasnya hanya sayang kurang pandai membaca aspirasi; memiliki siklus hidup yang dinamis namun terlalu normatif

Disahkan oleh:

Farid Poniman
Panemu Konsep STIFin