

MUHAMMAD BERNALDI OESMAN, S.E., M.B.A

JL. WIJAYAKARTA 3 NO. B1 TENDEAN JAK-SEL 12710

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PROFILE

A team player and very discipline person. Has passion for winning and great willingness to learn something new in order of self development & improvement. Has great interest in management & consulting and also a dynamic team leader who is adept at leading, energizing, motivating, and developing individuals and teams to meet organizational goals and objectives.

Personal Details

Name : Muhammad Bernaldi Oesman
Place/date of Birth : Bern, Switzerland /24-09-1987
Gender : Male
Citizenship : Indonesian

Personal Skills

- Good at Presentation, analytical, interpersonal and negotiation.
- Excellent in communication and project management.
- Computer Skill
 - Microsoft Office : Good
 - Adobe Photoshop : Good
 - SPSS : Basic
 - Minitab : Basic
- Language Skills
 - Indonesian : Native
 - English : Excellent
 - Mandarin : Basic
 - German : Basic

Formal Education

Institution	Major	Years Attended
Institute Technology Bandung (ITB) – Business Management (MBA Program) GPA: 3.67/4.00	Entrepreneurial Business	2014-2015
Faculty of Economics University of Indonesia	Management	2005-2010
SMA 34 Pondok Labu, Jakarta	Science	2004-2005
Singapore Indonesian School, Singapore		2002-2004
SMP 85 Pondok Labu, Jakarta		2000-2002
SDN 09 Pondok Labu, Jakarta		1998-2000
Red Hill Primary School, Canberra , Australia		1996-1998
Hughes Primary school, Canberra , Australia		1995-1996
SDN 09 Pondok Labu, Jakarta		1993-1995

Seminar/Conference & Trainings

Institution	Training/Conference	Year
PT Anugerah Inti Persada	Complaint Management	2017
Top Coach Indonesia	Sales Mastery	2016
Bank BTN & ITB	Certified Property Developer	2016
Nanyang Technological University Singapore & SBM ITB	Technopreneurship Forum: Driving Sustainable Economic Growth	2014
PT. Nissan Motor Indonesia	IT-Gen5 Product Training at Atsugi-Japan	2013
PT. BMSI	ISO/TS 16949 – Internal Audit	2011
FEUI	Research Day 2009	2009
Management student society – FEUI	The 8 th Indonesian Capital Market Student Studies (ICMSS)	2007

Work Experience

Company	Year	Location
Sinar Mas Land	Januari 2020 - Present	Bekasi, Jawa Barat
<ul style="list-style-type: none"> Position: Sales Manager <p>Job Description:</p> <ol style="list-style-type: none"> 1. Reports to General Manager in day-to-day operations and tasks. 2. Manage, coordinate and motivate company sales and marketing functions to achieve required sales targets. Supervised 16 (sixteen) sub-ordinates. 3. Help to implement processes, procedures and tools to maximize the productivity and performance of the sales and marketing functions and to facilitate integration with other departments such as Finance, Operations, and Legal department. 4. Conduct Market Research to develop an understanding of the competition, opportunities and customers. Give advice to the Business Development team based on these findings. 5. Supervise the planning and development of company marketing and communications materials. 6. Help to Establish and maintain appropriate budgets for sales and marketing campaigns and initiatives. 7. Managing external sales & marketing agents. 8. Review and provide input into sales documentation and agreements. 9. Analyze and evaluate the effectiveness of sales methods, costs, and results. <p>Project: Grand Wisata Bekasi – 1.100 Ha Township</p>		
Company	Year	Location
Perumnas	Maret 2019 – Januari 2020	Depok, Jawa Barat
<ul style="list-style-type: none"> Position: Sales and Marketing Manager <p>Job Description:</p> <ol style="list-style-type: none"> 1. Reports to Project Manager in day-to-day operations and tasks. 2. Manage, coordinate and motivate company sales and marketing functions to achieve required sales targets. Supervised 43 (fourty three) sub-ordinates. 3. Help to implement processes, procedures and tools to maximize the productivity and performance of the sales and marketing functions and to facilitate integration with other 		

departments such as Finance, Operations, and Legal department.

4. Conduct Market Research to develop an understanding of the competition, opportunities and customers. Give advice to the project development team based on these findings.
5. Develop and coordinate sales release cycle and methodology, optimizing product take-up rates and pricing, based on customer requirements for products and services and project revenue needs.
6. Supervise the planning and development of company marketing and communications materials.
7. Help to Establish and maintain appropriate budgets for sales and marketing campaigns and initiatives.
8. Analyze and evaluate the effectiveness of sales methods, costs, and results.
9. KPI: Sales Target, Collection, Cash in

Project: Apartment High Rise T.O.D Mahata Margonda (898 units)

Company	Year	Location
Ciputra Group	Januari 2017 – Maret 2019	Jln Transyogi Cibubur - Cileungsi

- **Position: Sales and Marketing Department Head**

Job Description:

1. Reports to General Manager in day-to-day operations and tasks.
2. Manage, coordinate and motivate company sales and marketing functions to achieve required sales targets. **Supervised 15 (fifteen) sub-ordinates.**
3. Help to implement processes, procedures and tools to maximize the productivity and performance of the sales and marketing functions and to facilitate integration with other departments such as Finance, Operations, and Legal department.
4. Conduct Market Research to develop an understanding of the competition, opportunities and customers. Give advice to the project development team based on these findings.
5. Develop and coordinate sales release cycle and methodology, optimizing product take-up rates and pricing, based on customer requirements for products and services and project revenue needs.
6. Supervise the planning and development of company marketing and communications materials.
7. Help to Establish and maintain appropriate budgets for sales and marketing campaigns and initiatives.
8. Procure and manage external sales & marketing agencies as required.
9. Review and provide input into sales documentation and agreements.
10. Analyze and evaluate the effectiveness of sales methods, costs, and results.

Project: CitraGrand Cibubur CBD (497 Landed Units - Phase 1)

Company	Year	Location
Roheda Group	March 2014 – Januari 2017	Plaza Oleos Lantai 12 – TB Simatupang Kav 51 Jakarta Selatan
<ul style="list-style-type: none"> • Position: Sales and Marketing Manager <p>Job Description:</p> <ol style="list-style-type: none"> 1. Reports to owner in day-to-day operations and tasks. 2. Manage, coordinate and motivate company sales and marketing functions to achieve required sales targets. Supervised 8 (eight) sub-ordinates. 3. Help to implement processes, procedures and tools to maximize the productivity and performance of the sales and marketing functions and to facilitate integration with other departments such as Finance, Operations, and Legal department. 4. Conduct Market Research to develop an understanding of the competition, opportunities and customers. Give advice to the project development team based on these findings. 5. Develop and coordinate sales release cycle and methodology, optimizing product take-up rates and pricing, based on customer requirements for products and services and project revenue needs. 6. Supervise the planning and development of company marketing and communications materials. 7. Help to Establish and maintain appropriate budgets for sales and marketing campaigns and initiatives. 8. Procure and manage external sales & marketing agencies as required. 9. Review and provide input into sales documentation and agreements. 10. Analyze and evaluate the effectiveness of sales methods, costs, and results. <p>Projects Handled:</p> <ol style="list-style-type: none"> 1. Enclave Residence (37 units) 2. Bhumi Kencana Residence (10 units) 3. Elysian Residence (67 units) 		
Company	Year	Location
PT. Nissan Motor Distributor Indonesia	January 2011 – March 2014	Jln. MT Haryono Kav 10 Jakarta Timur
<ul style="list-style-type: none"> • Position: Marketing and Communication Supervisor for Infiniti (Luxury Segment) <p>Job Description:</p> <ol style="list-style-type: none"> 1. Supervise marketing, sales & CR activities for Infiniti brand 2. Communicate closely with Dealer and its front liners, and also NMDI Marketing team, for the execution of activities 3. Initiate discussion/opportunity for partnership, both promotion & sales programs, with banking, media or other luxury brands 4. Monthly reporting to Global Infiniti Business Unit 5. Conducting brand Activation in luxury market and activities 6. Doing PR activities for Infiniti Indonesia 7. Acting as a Brand Ambassador for Infiniti 		