



## INTRODUCTION

Hello! my name is Saldi, currently working at Pertamina Retail as Partnership & Brand Communication. During my experience in Pertamina Retail, i've created and developing New Business in Non Fuel Retail section. Lets talk and discuss about it

## WORK ACHIEVEMENTS

Creating Bright Payment Point  
Creating Bright Parking  
Developing Bright Package  
Developing Bright Electricity  
Gold Medals APQ Awards 2019  
Silver Medals APQ Awards 2018

## CONTACT DETAILS

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## TRAINING & CERTIFICATE

Digital Transformation - MarkPlus Institute  
Enterprise Risk Register Management - PTC  
Business Start Up Module - Cambridge International  
English For Business Communication - City & Guilds  
Customer Service Excellence - City & Guilds  
Strategic Partnership - LinkedIn Learning Course  
Advance Branding - LinkedIn Learning Course  
Marketing To Millennials - LinkedIn Learning Course  
Creating Brand Strategy - LinkedIn Learning Course  
Social Media Marketing - LinkedIn Learning Course  
Strategic Thinking - LinkedIn Learning Course  
The New Age of Risk Management - LinkedIn Learning Course

# SALDI SYAWAL PRASASTI

## EMPLOYMENT SUMMARY

### BRAND COMMUNICATION & PARTNERSHIP

Pertamina Retail 2018 - Present

- Managing and Maintaining company strategic partners
- Developing Brand Marketing Strategy
- Capturing New Business Opportunities

### NON FUEL RETAIL NEW BUSINESS

Pertamina Retail, 2017 -2018

- Developing Company Non Fuel Retail Business
- Creating New Non Fuel Retail Business
- Maintain Good Relations with External & Internal Stakeholders

### ACCOUNT EXECUTIVE

Pelican Communication 2015 - 2016

- Maintain good relations with the clients
- Preparing the business proposal and present to Clients
- Finding new clients for business development

### MARKETING COMMUNICATION

MNC Group 2011 - 2013

- Coordinating Monthly Events
- Maintain Good relations with media
- Creating Digital Marketing Campaign

## ACADEMIC BACKGROUND

### THE LONDON SCHOOL OF PUBLIC RELATIONS

*M.A in Marketing Communication (2014)*

- Graduated from Honors Class
- Published a paper about the social media effect in political campaign
- Successfully pass the Cambridge International Diploma in Business Start Up module

### THE LONDON SCHOOL OF PUBLIC RELATIONS

*B.A. in Marketing (2012)*

- Successfully pass 1st Class in Customer Service from City & Guilds Vocational Education and Apprenticeships
- Successfully pass English For Business Communication Level 2 from City & Guilds Vocational Education and Apprenticeships