

CONTACT

Mobile : +62 812 2018 325
Email : rizalsatyadi@gmail.com
Linkedin :
Twitter :
Facebook :

ADDRESS

Jl. Sosial No. 52 # 105, Daan Mogot
Jakarta Barat

Birthday : 18 September 1975



RIZAL Satyadi

Brand & Social Media Marketing

ABOUT ME

An observant and a perfectionist, I'm a strong believer in integrity and positive attitude. I can be serious and firm at times, yet whacky, crazy and ready to break conventional boundaries when needed. I love working with people, especially when they share the same passion I have for what they do. I thrive to have a vast business network around the region, expand my knowledge and keep pushing my limits to improve myself.

As a Social Media Marketing Manager, I build strong relationship with my customers and try to over-deliver every aspects of our agreement as part of my commitment, educating the market about the brand I manage, and supply customers with positive and relevant information as well as shaping the customer brand's image on the market.

In my spare time, I always appreciate a cup of tea and smart chat about life, basic human behaviour, creating a more effective working system or simply just business ideas. I delight in taking photos, exploring unique culinary experience, reading fantasy and science fiction novels, playing games and travelling.

WORKING EXPERIENCE

Kitook.com

National Marketing Manager

2014 – Present

- Responsible for all marketing activities in Indonesia as well as all related social media activities
- Create, plan and execute brand strategies to increase brand awareness, loyalty and revenue
- Oversee all media output including use of image and copywriting
- Run quality control for client's product before market launch
- Liaise n maintain relationship with various kind of media and production houses

PT. FAIMS Media Indonesia

Project Manager

December 2012 – February 2014

- Social Media and digital advertising
- Oversee all the campaign and digital project assigned from sales runs on schedule
- Act as a brand consultant for client to increase market awareness, loyalty and fans growth during the digital campaign
- Create, analyze and deliver report of overall digital campaign activity in monthly basis
- **Past achievements includes:**
 - Sugus Candy – Wrigleys , completed 4 games series as a whole campaign with over 1500 players involved within 4 months period
 - HeatGard – PT. Adi Cakra , achieved 50.000 Fans organic within 3 months and maintain engagement rate of 6% for 5 months
 - King's Fisher – PT. Bali Maya , achieved 20.000 fans within 2 months , 2000 followers within 3 months, and maintain engagement rate at average 5%/ months
 - Elite Spring Bed – PT. RAS , achieved 2000 participant in pledge campaign for ELITE Spring Bed's CSR Program through Social Media
 - Eat & Go – PT. ABC President, maintain engagement rate at 4% average for 6 months
 - Karenina Halim – Personal Fan Page
 - Goodyear Tire, achieved 6000 follower within 6 months

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WORKING EXPERIENCE – cont'd

PT. Michelindo Food International

Social Media Marketing Coordinator

December 2011 – June 2012

- Lead all social media activities (through Twitter, Facebook, Youtube, Foursquare, Tumbler, Blogs etc), monitor and analyze existing campaign to forecast future marketing and brand campaign opportunities
- In charge in all events in relation to social media marketing, brand awareness and promotion activities
- Responsible for screening all inbound information before it can be published in any social media.
- Building Company's brand image and its product through all media (ATL and BTL).
- Strategize and planning the marketing and branding activity for monthly, quarterly, semester and yearly basis
- Supervise the execution of events, promotional activity, production on promotion tools, and all marketing activities
- Reply, act, or respond to any inquiry, status, complain and comment that come through social media regarding the product, quality, and services and convey to respected department as an input
- Control on all promotional items, gimmicks, and other related to promotions items as well as delivery schedule
- Set up marketing budget for the whole activity (yearly basis)
- Evaluate budget spending (quarterly and per semester)

COBEK COBEK Jagonya Sambal

Outlet Manager

November 2010 – September 2011

- Manage daily operational outlet
- Implement improvement on food quality and service quality
- Manage purchasing material for outlets
- Manage employee schedule and quarterly evaluation
- Manage monthly and quarterly cash flow report
- Develop weekly sales report
- Manage all marketing activity for the south Jakarta outlet from social media to printed matter, promotion plan, and in house promo plan
- **Past achievement includes:**
 - Open up 2nd outlet at South Jakarta within 3 month of opening
 - Established 15% loyal customer within first 3 month

PT. International Test Center

(ETS Country Master Distributor)

Client and Community Support Manager (Jan 2009 – 2010)

Product and Education development Manager (Feb 2008 – Dec 2008)

Client and Community Support Manager is in charge of the following divisions:

- **Communication and Publication Division**
- **Marketing Support Division**
- **Training and Development Division**
- **Community Support Division**

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WORKING EXPERIENCE – cont'd

Responsible for:

- Production for promotional material, sales tools and books
- Liaise with learning tools suppliers and information centre on all companies product.
- Distributing information internally about new products, execute training on product knowledge and supervise ongoing promotion.
- Production and monitoring of giveaways and token of appreciation and awards for clients/ events and Test Centers.
- Involved in enhancing the Company's brand awareness in the industry.
- Generate monthly learning tools sales report, media inquiry and communicate with supplier and clients.
- Conduct trainings on product specification, competitors in the market, trouble shooting for sales team on the field.
- Organize training with ETS USA, Princeton via internet as training facilities for the sales team to increase their knowledge about the product and market.
- Conducting external training and develop training modules for clients.
- Involve in learning tools production such as bilingual English learning books.
- Conceptualize activities and events as part of aftersales service for the client and educate community about ETS Products.
- Acts as CSR division of the company that gives back in form of services or scholarships.
- Together with Communication and Publication Division, build up corporate image in the market.
- Organize Company events during special project or special request from client to conduct any seminars, workshops or exhibitions.
- Generate monthly report on learning tools activities and analyze the target against actuals.
- Budget Management.
- Evaluate, promote, and expand downline capabilities. This includes recruiting and training new downlines if necessary.
- Nurture each division to be an independent sales-generating division in the long run.

Product and Education Development Manager

- Conduct trainings, development and after sales service for the sales team for sales.
- Assist in all inquiry, trouble shooting, and complaints regarding the learning tools products.
- Generate monthly sales report of learning tools product
- Source for information for sales team and conduct internal trainings to sales and marketing departments on the learning tools products and development.
- Developing packages on learning tools products to increase sales.
- Deals with book agency and distributors for large scale selling.
- As EDM in charge in increasing Test selling and learning tools selling
- Act as New Business Development Manager and approach potential clients.

Achievements:

- Successfully establish sales - operational and support system to control and monitor stock, and keep a balance between sales report and OPS report.
- Creating an after-sales system for one of the learning tools that need a lot of interaction with clients.
- As a team, involved in designing the budget for a national scale assessment programs.
- Increase learning tools to average of 25% by giving training, examples, try out to sales team by creating IBRC (Information Based Resource Center).
- As a team, successfully developed training prototype for overseas users, to facilitate Schools leaders, teachers, and trainers.
- Successfully launch additional Department that supports company CSR's program funding based on initial CSR Programs and turn the department into a profit center.

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WORKING EXPERIENCE – cont'd

PT. Fresh On Time Seafood Indonesia

International Marketing
2007 -2008

- Responsible for new business development and servicing existing accounts.
- Coordinate between production, purchasing, Export-Import, quality control, and quality assurance about the specification required by buyer
- Final quality control of the products to ensure that the standard is met.
- Assist Export-import with the documentation and shipment schedule
- Develop marketing plan and projection for 1 month, 6 months and a year projection
- Keep up to date on market information for buyer and trend market
- Assist Quality Control in handling customer complaints
- Develop marketing material (Catalogue, presentation display, websites etc)

Greenindo Polymer

Chief of Production
2002 - 2006

- To oversee that all production processes go according to schedule and meet the demands.
- Maintain and improve production quality
- Generate weekly, monthly, quarterly, and semester report to board of Directors and owners. Solve any production's troubleshooting with help from the staff.
- Plan and implement improvement programs, Safety and Health procedure, and working management system as well as in charge of PPIC.
- Set up working procedure and working instruction for production department from receiving raw material up to hand in ready product to logistic Dealing with customer's complaints and evaluating staff performance

PT. Lentera Mutiara Sejati

Marketing Support Executive
Jan 2001 – Apr 2002

- To conduct product demonstration to clients and service existing clients.
- Build a database of customer's profile with complete trial data and samples used.
- Product research
- Set up projection and forecast of product's selling up to a year ahead
- Set up arrival schedule and monitor product's traffic to ensure enough stock available each month.
- Set up new strategy approach to market, gain new customer, and increase customer satisfaction with sales department
- Update department with any info of new player, product, technology, customer etc.

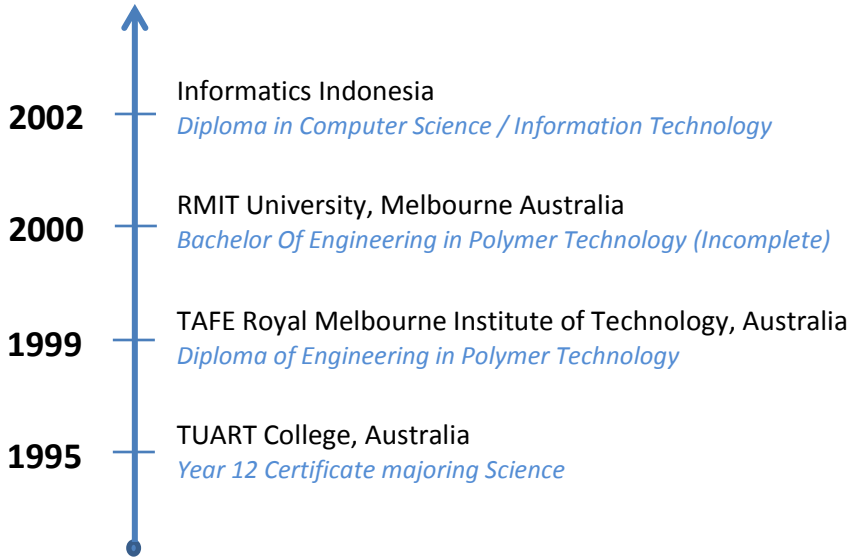
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EDUCATION



COMPUTER SKILLS

ADOBE

- Photoshop, InDesign, Illustrator, Lightroom, DreamWeaver, Audition with progress indicators.

MS OFFICE

- Words, Excels, Powerpoint, Project, FrontPage, Access, Visual Basic with progress indicators.

COREL

- Draw, Paint, PageMaker with progress indicators.

OTHERS

- CAD CAM, AutoCAD, Picasa with progress indicators.

LANGUAGE

- Indonesian, English with progress indicators.

OTHER SKILLS

Photography

Projects: menu book, photobook, product photography, culinary photography
Top 10% of Monthly Challenge at Pixoto.com

Accounting

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ASSOCIATION

CHOICE Jakarta District - Active member since January 2011

CHOICE Bandung District

- Elected as Coordinator - January 2007 to January 2009
- Active member since 2000
- Project lead in internal events from 2001 – 2003
- Requested to be part of Board of Counsellor at 2004
- Act as coordinator ad interim to substitute former coordinator from 2005-2007

Business Honours Club

- Active member since 2006
- Joined a 3 months entrepreneurship workshop

Persatuan Photographer Amatir Bandung

- Member since 2005
- Involve in various photo hunting event
- Join photography workshops

CHARACTER REFERENCE

MS. JENNY LEE

COO of PT. International Test Center

Phone: +62 8118 3573 8

Email: jenny@itc-indonesia.com

Ms. Michelle Surjaputra

CEO of PT. Michelindo Food International

Phone: 021 - 515 2975

Email: michelle@bonchonindonesia.com

Mr. Lee Son

Advocates and Solicitor of Lee Son and Adrienne partner

Phone: 61-04-646 7811

Email: legallsa@streamyx.com