



# Muhamad Hendrajaya

Sukabumi, 08 March 1980

**Residence :**

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## ***PERSONAL STRENGTH***

I am healthy, active and mobile. I possess a clear analytical mind and an aptitude for work that requires attention to detail, efficient organization, precise thinking.

Having strong interpersonal skills and affection towards people, I am well-grounded, pragmatic, optimistic, positive and open-minded. I am inspired by challenges, being analytical, adaptable, a quick learner who is flexible with a strong ability to complete tasks under pressure in a timely manner. I love working in diverse multicultural working environment and believe in cultivating a positive and dynamic professional approach.

Comfortable in handling complex human resource issues, strong communications skills, experienced in working collaboratively with people of different national and cultural backgrounds, with sensitivity and respect for diversity.

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## ***QUALIFICATIONS***

- Management Skill in Sales & Marketing, Promotion, event, online media & social media
- Computer literate:
  - Microsoft Office (Creating data base by using XL or Access, report by using Word, presentation skill by using Power Point or PDF, correspondence by using Word)
  - Internet for correspondence, information and news, networking and communication (virtual world) and personal Blog.
  - Graphics Design for simple operation on drawing, picture and photo editing by using adobe photoshop and correl draw.
  - Sketch up for simple interior and exterior design application.

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## **FORMAL EDUCATION**

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- **Bachelor Degree (S1)**  
Mercu Buana University Jakarta, Faculty of Communication majoring in Public Relations.  
2008 – 2012. (GPA 3,68 )
- **Diploma 3 (D-3)**  
Akademi Pimpinan Perusahaan, Jakarta, Industrial Management majoring in Production  
Management. 1999 – 2003. (GPA 2.82)

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## **PROFESSIONAL EXPERIENCE**

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### **1. January 2013 – Present**

Portal Arsitektur - ARSITEKTUR-INDONESIA.COM (before ArchitectsPlus)  
(Architecture Media & Marketing Communication Services)  
As a Business Development Manager  
Report to : Director

#### **Roles & responsibilities:**

- To be responsible for developing and maintaining marketing strategies to meet agreed company objectives.
- To evaluate customer research, market conditions, competitor data and implement marketing plan alterations as needed.
- To oversees all marketing, advertising and promotional staff and activities.
- Responsible for the marketing of company products and services to the right market whether B2B or B2C.
- Demonstrate technical marketing skills and company product knowledge.
- Develop an annual marketing plan in conjunction with the sales department. This should detail the year's activity to meet agreed company
- Budget management. To deliver all marketing activity within the agreed budget.
- To direct marketing staff where budgets are devolved.
- To manage all aspects of print production, receipt and distribution.
- To achieve frequent, timely and positive media coverage across all available media.
- To managing the entire product line life cycle from strategic planning to tactical activities.
- To conduct market research in order to identify market requirements for current and future products.
- To develop and implement a company-wide plan to push product, working with all departments for its execution
- To analyse potential strategic partner relationships for product lines.
- To demonstrate the ability to interact and cooperate with all company employees.
- To build trust, value others, communicate effectively, drive execution, foster innovation, focus on delivery to customers, collaborate with others, solve problems creatively and demonstrate high integrity.
- Maintain professional internal and external relationships that meet company core values.
- Proactively establish and maintain effective working team relationships with all support department

**Achievement :**

- Launch [www.indo-architectsplus.com](http://www.indo-architectsplus.com) as Indonesia architecture portal, May 22, 2013  
change to [www.indonesia-arsitektur.com](http://www.indonesia-arsitektur.com), January 2014.
- Launch ArchitectsPlus Magazine, Balai kartini, May 22, 2013
- Held National Seminar for Ikatan Arsitek Indonesia (Indonesia Institute of Architects), Balai Kartini - Jakarta, May 22, 2013
- National Meeting of Indonesia Institute of Architects, 2013, Kencana Tower – Jakarta, May 21 -23, 2013.
- Press Conference and Launching “Lombok International Bamboo Architecture Festival”, Newseum – Jakarta, July 29, 2013
- Book Publishing “Sayembara Arsitektur Kawasan Prambanan, Balai Kirti & PDRI”, Jakarta, September, 2013.
- ArchitectsPlus Roadshow, Bandung, October 26, 2013
- “Lombok International Bamboo Architecture Festival”, Lombok, December 1-8, 2013
- Architecture Job Fair, Megabuild Indonesia Expo 2014, 17th - 20th April 2014
- Architecture Workshop, INDOBUILDTECH EXPO 2014 Jakarta, 11th June, 2014
- Architecture Seminar, INDOBUILDTECH EXPO 2014 Jakarta, 11th June, 2014
- Architecture Job Fair, INDOBUILDTECH EXPO 2014 Jakarta, 11-15th June, 2014
- Architecture Seminar, Decoration & Interior EXPO 2014 Surabaya, 15th August, 2014
- Architecture Job Fair, Decoration & Interior EXPO 2014 Surabaya, 14-16 th August, 2014

**2. March 2012 – December 2012**

PT BCI Asia (Building Construction Interchange Media)

As a Senior Business Development Consultant (Promote to Sales Manager)

Report to: Sales Director

*Reason for leaving: seek for better career advancement opportunities and exposure*

**Roles & responsibilities:**

- looking for new leads
- provide consultation regarding the project and construction information media in Indonesia
- explain the benefits of subscribing BCI Asia
- provide an explanation to the client how to penetrate the market specific to existing projects

**Achievement :**

2<sup>nd</sup> winner of South East Asia BCI Sales Competition, May – June 2013

### 3. April 2011 – February 2012

PT. Kohler Metal Industry (Alucobest and Inoxta Distributor)

As a Marketing Support Assistant Manager

Report to: Marketing Support Manager

*Reason for leaving: seek for better career advancement opportunities and exposure*

#### **Roles & responsibilities:**

- Introduce, offer and provide a detailed description of the product Specification in accordance with the customer needs by doing a special presentation
- Responsible for promotional activities such as exhibitions, gatherings, visiting campus etc. Including Researching price quotes for meeting and conference, Gathering, or exhibition room space;
- Responsible in making marketing tools such as brochure, gift, product sample etc.
- Tracking inventory for marketing collateral and trade show give-aways.
- As Technical Advisor on product installation process
- Screening, routing and responding to client and vendor phone calls;
- Putting together shipments for internal meetings, trade shows and client events;
- Preparing the presentation material with PowerPoint presentations
- arranging sales proposals; performing data entry; maintaining customer relationship management (CRM) databases;
- Communicating with external vendors.
- Create Product design for interior and exterior

### 4. Augusts 2007 – September 2010

PT. Venus Ceramica Indonesia (Monalisa Tiles and Venus Tiles Distributor), Jakarta.

As a Sales Area for Bandung and West Java (Mei 2010 – September 2010)

Report to: Sales Manager

*Reason for leaving: seek for better career advancement opportunities and exposure*

#### **Roles & responsibilities:**

- Conducting market research among tiles outlets in West Java area.
- Generate sales from the tiles (building materials) outlets/shops.
- Maintain professional relation with outlet owners and project owners.

As a Technical Support (Augusts 2007 – April 2010)

Report to: Marketing Support Manager

#### **Roles & responsibilities:**

- Provide services to the customers regarding product knowledge, installments and applications.
- Handle complaints from the customers and offer the solutions.
- Conduct lab tests on the product quality and product characteristics.
- Assist Human Resources Department in giving product training for all employees.
- Assist Human Resources Department in giving motivation and development training to the employees.
- Assist in promotional activities and events, such as exhibition as a coordinator or technical operator in the field.

**5. November 2005- Augusts 2007**

PT. Cipta Mortar Utama (Semen Instan Mortar Utama), Jakarta.

As a Marketing Support Supervisor

Report to: Promotion Manager

*Reason for leaving: seek for better career advancement opportunities and exposure*

**Roles & Responsibilities:**

- Act as a customer service in technical product application.
- Handle customer's complaints.
- Provide education in site projects that use Mortar Utama products.
- Conduct promotional activities.

**6. January 2003 - November 2005**

Kementerian Koperasi dan Usaha kecil dan Menengah. Jakarta.

As Administration Staff (honoree)

*Reason for leaving: seek for better career advancement opportunities and exposure*

**Roles & responsibilities:**

- Create formal letters and correspondence.
- Provide division report.
- Assist in socializing programs implementation in appointed areas.
- Responsible and report to Kepala Bidang Permodalan, Deputi Keuangan, Kementerian Koperasi dan Usaha Kecil dan Menengah

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***HOBBIES & LEISURE ACTIVITIES***

- Basket ball (member of Citra Senayan Basketball Community)
- Music
- Travelling

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***REFERENCES***

1. Djunaedi, Senior Human Resources Specialist at Chevron Indonesia Company, Jakarta, Mobile : 0811 898 320
2. Rahma Willderany, Business Owner of Raishad Recruiter & ARSITEKTUR-INDONESIA.COM. Jakarta, Mobile 0813 1879 1299