

CURRICULUM VITAE

Personal Data

Name : Asdirawan Ali
Date of Birthday : 13 February 1989
Location : Kota Kendari, Sulawesi Tenggara
Education : Postgraduate in financial management from Nitro Institute of Business & Finance Makassar
Mobile : 0823 2459 9991
Email : asdirawanali@gmail.com

Qualification Summary

Having experience working for approximately 4+ years in one of the event organizers in Makassar as event manager . Skilled in Brand Activation, Consumer Engagement, Relationship Management, Offline and Online Marketing, Strategic and Analytic.

Asdirawan has 2+ years of creating social impact by empowering small food businesses (UMKM) through engaging 500+, making campaigns on Regional Gojek East Indonesia (Kendari, Manado & Balikpapan)

Asdirawan Ali also being trusted to manage several campaigns Gojek in the Southeast Sulawesi, Balikpapan & Manado area where Asdirawan Ali managed to improve consumer acquisition (adding new transacting users +10K) also managed to increase retention ratio (lower churn user by 20%).

Asdirawan Ali finds himself inspired to lead and creative thinking empower others

Asdirawan Ali learns and practices Cambridge Thinking Tools, SMART goals, and equips herself with the commercial 8P4C framework.

Work Experiences

GOJEK Indonesia

East Indonesia August 2018 – June 2020

Operational Driver Care, Consumer Engagement Supervisor, Regional Growth Division

Operational - Driver Care, Mei - Oktober 2018

Key Responsibilities

- Managed & Executed acquisition New Driversfor launched Operational Gojek In Kendari . Achievements , Succeed to reach & acquisition 600 New Mitra Driver 2W (GoRide) from Opang “Pangkalan Ojek” In kendari (from 11 District, 57 Pangkalan Ojek) within 1 Month.
- Built a partnership with Local Stakeholder BPJS Ketenagakerjaan for Mitra Drivers Insurance . Succeed to reach 300 Driver during partnership with 1 month
- Managed a good relationship with strategic partners as in Local Government, Banks, and several sponsorship
- Built good relations with Gojek driver Partners from several programs. Succeed in creating & executed several programs for gojek driver partners 2W & 4W such as Festival Merdeka Mitra Gojek, FEstival Olahraga Mitra Gojek , Program Swadaya Mitra Gojek, Program Swadaya Istri Mitra Gojek, & Regular Kopdar (Kopi Darat) with Gojek driver partners.
- Managed and collaborated with cross-department related; Sales Operation Gofood, Marketing and 3rd party agencies.
- Maintain all channels of supply acquisition. Able to scale and grow fast, relentless, and takes full ownership of the budget and targets.

Consumer Engagement Supervisor, Oktober 2018 - June 2020

Key Responsibilities

- Increase Gojek visibility through unique offline branding, created a unique offline promotion 100 meter wall of branding in downtown Manado
- Project leaders of Manado Fiesta 2019 were given Gojek sponsorship to this event. This event was attended by more than 500,000 people for 4 days. which was also attended by several heads of local governments in Indonesia, domestic tourists, foreign tourists & local people. Gojek provides a total sponsorship of 3 billion as well as several national artists in this event
- Collaborate with HQ Marketing Team(Food, Transport, etc) to execute nationwide campaigns trough strong localized marketing communication
- Created the go-to-market marketing strategy with two strategies, digital (digital ads, KOL, social media, digital media placement) and offline (workshop, sponsorship, community event) based on consumer habits of each region in East Indonesia
- Create, strategize, and execute marketing plan to achieve KPI Target
- Built a partnership with relevant community and industry with the same target market
- Analyzed, monitored and created a report to track the performance, growth, and other important business metrics.
- Build good relations with students, leads, and local community to raise an awareness of the company's brand.
- Managed and collaborated with cross-department related; Driver Operation, Sales Operation, Key Account Management, Consumer Engagement Gojek HQ teams, and 3rd party agencies.

AL Production – Event Organizer

Makassar, Indonesia (2011 – 2016)

Event Manager, Regional Makassar

Key Responsibilities

Planning, executing, budgeting management, Managing traditional & Online Marketing activities, Develops & Manages event project Schedule and timeline, and coordinates all aspects of the event including staff, vendor set-up and other event needs.

Best Achievement:

- GIIAS Makassar 2015 : GIIAS Makassar 2015 was attended by more than 21.897 visitors and recorded a massive transaction number of 268,7 M & Car Sales 959 units from 13 APM participants.
- GIIAS Surabaya 2015 : GIIAS Surabaya 2015 was attended by more than 30.298 visitors and recorded a massive transaction number of 323 M & Car Sales 1193 units from 15 APM participants.
- GIIAS Makassar 2016 : GIIAS Makassar 2016 was attended by more than 22.324 visitors and recorded a massive transaction number 347,4 M & Car Sales 1353 units from 13 APM participants.
- Ramadhan Rumah Impian 2016 : Collaborated with Real Estate Indonesia Kementerian Pekerjaan Umum & Perumahan Rakyat in Corporate Social Responsibility (CSR) programs. Donated Houses to disadvantaged people in Indonesia (Sumatera, Pulau Jawa, Pulau Sulawesi, & Pulau Kalimantan) Total 73 Units during Ramadan.
- BNI REI Exclusive Home Expo 2013 :36 Exhibitors,15.000 visitors, 120 M, 250 Units

Media Center SYL (Syahrul Yasin Limpo)

Creative Content Junior Freelance 2012 – 2013

Created digital content, creative personal branding on social media during the campaign. And Mr. Syahrul Yasin Limpo became the winner in this election.

SKILLS

Marketing and Communication : Offline & Online Activation, Digital Marketing, Partnership and Community Engagement

Leadership : Team Work, Critical Thinking, Problem Solving.