

CURRICULUM VITAE

HENDRIKUS CLASSOLALIA



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SUMMARY

A bachelor degree of marketing management from University of Tanjungpura Pontianak with 5 years of experience in sales and marketing industry. A passionate individual with an excellent communication and negotiation skills to agile in every situation, bring the solution and achieve the goals. A fast learner, creative individual, good listener and well behave leader.

EDUCATION

Bachelor Degree (2015)
Marketing Management,
Economic And Bussness Faculty,
University of Tanjungpura Pontianak

GPA 3,07

ORGANIZATION

1. HIMAJEN (2010-2013)
 - Head of Public Relation
 - Head of People Management and Development
2. GAMEKA (2010-2013)
 - Vice President
 - Team Leader of Gameka Music Festival 5

Communication

Negotiation

Sales Process and Operation

Campaign and Trade Promo

Consumer Engagement

Territory Management

Team Development

Events

Merchandising

Market Analyzing

Strategic Planning

Graphic Design

BAHASA

ENGLISH

WORK EXPERIENCES

1. PT HM Sampoerna (2016-2019)

(Roled as Retail and Wholesale Engagement Exc)

- Achieve weekly sales volume target
- Product distribution to all customer
- Area, outlets and journey management
- Reporting and analyzing area market activities
- Area and brand exploration
- Maintaining good relationship with customer
- Maintaining product awareness and freshness
- SRC maintenance and expansion

2. PT Oyorooms Indonesia (2019-2020)

(Roled as a Business Development Executive)

- Property expansion and acquisition
- Achieve monthly target of rooms number
- Create a health and profitable business deal
- Maintain good relationship with all properties

3. PT Korea Tomorrow & Global (2020-2021)

(Roled as a Marketing Area Supervisor)

- Responsible for all marketing activities in area
- Create consumer activities and awareness
- Local communities development
- Create events to raise brand awareness and trial
- Trade program and promo activities
- Brand development
- Maintaining good relationship with customers
- Maintaining good relationship with vendors
- POSM deployment and tax coordination
- Merchandiser and SPG Team development

Reference : Available on Request

HOBBIES



TRAVELING

Local, Historical, Nature



BOOKS

Sci-Fi, Adventure, Detective



SPORTS

Football, Badminton, Hiking

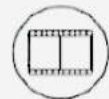
INTERESTS



Drawing



Music



Movies