

Putri Handayani

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Recent formal photo

CAREER OBJECTIVE

Trade marketing analyst with 3 years in FMCG in Jakarta, covering modern trade across Jabodetabek. Grew a category's off-take by 18% in 12 months and rebuilt the promotion-tracking process that cut monthly reporting from 5 days to 1. Seeking a Senior Trade Marketing role in a national FMCG or retail team.

PERSONAL DETAILS

Place & Date of Birth	Bandung, 14 March 1999
Nationality	Indonesian
Marital Status	Single
Domicile	Jakarta Selatan, DKI Jakarta

EDUCATION

S1 Manajemen (Bachelor of Management) - IPK 3,52 / 4,00 2017 - 2021
Universitas Indonesia, Depok

- Concentration in Marketing; thesis on promotion effectiveness in Jabodetabek modern trade

SMA (Senior Secondary), Natural Sciences stream 2017
SMA Negeri 3 Bandung

WORK EXPERIENCE

Trade Marketing Analyst Feb 2023 - Present
PT Sinar Cemerlang Consumer Goods - Jakarta

- Grew off-take for a beverage category by 18% year on year across 240 modern-trade outlets in Jabodetabek
- Rebuilt promotion tracking in Excel and Power BI, cutting the monthly cycle from 5 working days to 1
- Managed a quarterly trade-promotion budget of Rp 3,4 miliar with variance held under 4%
- Ran post-promotion evaluation for 22 campaigns; discontinued 6 that returned below cost

Marketing Support Officer Aug 2021 - Jan 2023
PT Sinar Cemerlang Consumer Goods - Jakarta

- Coordinated display and planogram compliance across 3 national retail chains
- Consolidated weekly sell-out data from 4 distributors into a single reporting pack

INTERNSHIP (MAGANG)

Marketing Intern Jan 2021 - Jun 2021
PT Nusantara Ritel Indonesia - Jakarta

- Supported a loyalty-programme relaunch that added 12,000 enrolled members in the pilot region
- Built the competitor pricing tracker for 60 SKUs still used by the category team

ORGANISATIONAL EXPERIENCE

- Head of Sponsorship, BEM Fakultas Ekonomi dan Bisnis UI - raised Rp 180 juta from 14 sponsors for the faculty's annual business festival (2020)
- Committee Member, Himpunan Mahasiswa Manajemen - ran a 400-attendee career seminar (2019)

SKILLS

Trade marketing, promotion evaluation, category management, distributor coordination
Excel (Power Query, pivot tables), Power BI, SAP, Nielsen data, Google Analytics

CERTIFICATIONS

- Digital Marketing Fundamentals - Google, 2023
- Data Analysis with Power BI - 2022

LANGUAGES

Bahasa Indonesia - native; English - professional working proficiency (IELTS 7.0, 2022)

Sundanese - conversational

I hereby declare that the information given above is true and correct to the best of my knowledge. (Demikian daftar riwayat hidup ini saya buat dengan sebenarnya.)

Place, Date & Signature