

Curriculum Vitae (CV)

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SUMMARY

Sales professional with 3+ years of experience in consumer electronics distribution, specializing in territory management, product growth, and channel sales strategy. Proven track record of exceeding sales targets and driving revenue growth, including achieving branch LCD sales above Rp1 billion. Strong skills in negotiation, market analysis, and relationship management.

WORK EXPERIENCE

PT Wook Global Technology

LCD Product Specialist

Cirebon Branch | 2025 – Present

- Manage sales performance for VIVAN and XPAS LCD product lines across the entire branch territory.
- Provide strategic support and product guidance to sales teams to improve sales performance and revenue growth.
- Develop and implement sales plans and market penetration strategies in collaboration with the sales team.
- Analyze sales data and market trends to identify growth opportunities and optimize sales performance.
- Handle customer feedback and complaints related to LCD products and promotional programs.

Key Achievements:

- Achieved **Rp1,020,000,000** in LCD sales within the third month of assignment.
- Broke the branch **sales record** for LCD product revenue.
- Led Cirebon Branch to become the first branch to surpass **Rp1 billion** in LCD sales.

PT Wook Global Technology

STP Sales Representative

Padang Branch | 2022 – 2025

- Managed sales activities across multiple product categories, including **3C products, Smart Home Appliances, Home Living, and Office Supplies**.
 - Maintained and developed strong relationships with approximately **240 active retail customers**.
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- Conducted competitor analysis, including product monitoring, pricing evaluation, marketing strategies, and service benchmarking.
- Strengthened brand awareness through in-store branding support and collaboration with partner stores.
- Executed sales strategies to increase market penetration and improve territory performance.

Key Achievement:

- Set a **new sales record** in the 3C category within the area, generating **Rp379,544,075** in sales in May 2023.

EDUCATION

Bachelor's Degree in International Relations

Universitas Tanjungpura, Pontianak, West Kalimantan, Indonesia

2017 – 2022

GPA: 3.63 / 4.00

CORE COMPETENCIES

- Relationship Building
 - Team Collaboration
 - Communication & Negotiation
 - Market Analysis
 - Sales Strategy Development
 - Problem Solving
 - Microsoft Office (Word, Excel, PowerPoint)
 - English Proficiency (Written & Spoken)
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