

Berliana Egista

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SUMMARY

Results-driven Sales & Marketing professional with a background in Economic Development and strong skills in data analysis, leadership, and customer retention. Experienced in leading teams, developing strategies to boost revenue, and maintaining long-term client relationships.

EDUCATION

Bachelor of Economics (Economic Development)

Pasundan University, Bandung | 2015 – 2019 | GPA: 3.60/4.0

Active in campus and external organizations

EXPERIENCE

Sales Supervisor

PT. Teknologi Cakra Internasional | May 2023 – Present | Bandung

- Developed and implemented sales training programs, increasing sales effectiveness.
- Managed a team of sales representatives, boosting regional performance.
- Created weekly sales planning, reporting, and analysis.
- Achieved company-set targets consistently.
- Maintained strong client relationships and generated new leads.

Retail Banker – Card Funding Officer

PT. Bank Mega Tbk | Oct 2022 – Jun 2023

- Sold retail banking products (Credit Cards & Savings) via direct sales.
- Consistently achieved sales targets.
- Acquired new customers and maintained strong relationships.

Team Leader – Merchant Acquisition

PT. Bank CIMB Niaga Tbk | Jan 2021 – Sep 2022 | Bandung

- Led merchant acquisition for QRIS code payments.
- Improved team morale and performance.
- Managed partnerships with high-potential merchants.
- Negotiated and developed win-win business collaborations.

Store Manager & Owner

Ladang Hobi | Apr 2017 – Dec 2021 | Bandung

- Developed business strategies to increase sales & profitability.
- Ensured high customer satisfaction with excellent service.
- Trained, supervised, and evaluated staff performance.
- Designed attractive store layouts & seasonal themes.

Curator of Collections

PT. Tria Ventura (youb.id) | Feb 2019 – Jun 2020 | Jakarta

- Conducted product research, positioning, and market differentiation.
- Developed collection strategies and improved visibility.
- Created competitive analysis reports to support product owners.

Surveyor / Sales Territory Engineer (STE)

PT. Adi Makmur Sentosa (Orang Tua Group) | Jan 2020 – Apr 2020 | Bandung

- Mapped sales routes in West Java.
- Conducted buyer data collection and reporting.
- Applied sales techniques to build strong customer relationships.

Jr. Engineer (Internship)

CV Prima Teknik | Oct 2013 – Feb 2014 | Bandung

- Assisted in calibration and lathe engineering tasks.
- Collaborated with senior engineers on machine repair projects.

SKILLS

Hard Skills: Sales Strategy, Digital Marketing, SEO, Data Analysis, Business Development, Retail Banking

Soft Skills: Leadership, Team Management, Problem-Solving, Negotiation, Customer Relationship