

SITI KOMALASARI

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EXECUTIVE SUMMARY

Results-driven Sales & Marketing professional with proven experience in driving revenue growth, managing customer relationships, and executing strategic sales initiatives. Demonstrated ability to achieve and exceed targets, identify market opportunities, and deliver impact solutions across diverse customer segments. Strong in communication, negotiation, and data-driven decision making, with a track record of building long-term client relationships and enhancing customer engagement.

EDUCATION

Universitas Muhammadiyah Prof. Dr. Hamka
Bachelor of Economic Education (S.Pd)
• GPA: 3.76/4.00

Jakarta , Indonesia
September 2016 - August 2020

WORK EXPERIENCES

PT Kalbe Farma Tbk
Medical Sales Representative

Bekasi, Indonesia
September 2022 - April 2026

- Drive adoption of product usage, and features, and maintain a strong relationship with the customer
- Manage sales coverage in Bekasi across 20+ hospitals, clinics, and pharmacies
- Build and maintain relationships with 90+ doctors (GP, Neurology, Cardiology, Internal Medicine) and pharmacists
- Develop and execute sales strategies based on market analysis to achieve 95–100% of monthly targets
- Conduct product detailing, FGD, and marketing activities to increase product awareness
- Monitor stock availability and ensure product distribution effectiveness
- Analyze competitor activities and identify market opportunities
- Collaborate with cross-functional teams (product manager and distribution)
- Prepare sales reports, forecasts, and key account performance tracking

PT Ruang Raya Indonesia (Ruangguru.com)
Customer Success Associate

Yogyakarta, Indonesia
January 2022 - June 2022

- Helping to more than 300 students and parents to develop a growth mindset and supportive culture
- Drive adoption of product usage, and features, and maintain a strong relationship with the customer
- Delighting customers in an end-to-end product experience, especially in a context of a learning experience (on-boarding, learning, consultation & off-boarding)
- Be the voice of customers, and consolidate feedback from customers to gather insight & recommend improvements, suggestions, and initiatives to align with the business goal
- Work closely with a cross-functional team (product, biz ops, sales & service) to deliver the best learning experience to the customer.
- Proactive approach in sharing information related to the learning experience to the customer via chat/group chat/con-call

PT Ruang Raya Indonesia (Ruangguru.com)
Outbound Education Consultant

Yogyakarta, Indonesia
January 2021 - December 2021

- Responsible to do customer relations and sales activity, such as confirming data, informing by contacting 75-150 contacts assigned per day on the CRM (Customer Relationship Management) database, to achieve sales targets of the core product
- Offered consultations related to education
- Managed and handled the follow-up activities for leads via chat and call
- Updated activity reports real time on CRM (Customer Relationship Management) system
- Improve the blasting template according to the customer's campaign and conditions, responsible for pitching. Be responsive and communicative to maintain customer satisfaction for every connected customer

INTERN EXPERIENCES

Student Internship at SMK Dinamika Pembangunan 2 Jakarta

Jakarta, Indonesia

Marketing Teacher

January 2019 - August 2019

- Make lesson plans according to the vocational high school curriculum
- Preparing lesson material every week, and documentation result lesson every day for evaluation Recapitulate the value and development of students

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Yayasan Dreamdelion Indonesia

Jakarta, Indonesia

Production Internship

January 2019 - August 2019

- Responsible for product development for more than 30 product
- Create concepts for raw material product
- Manage the product ordering for supply chain
- Determine the cost of production
- Ensure product quality control more than 300 pcs

SMA Jubilee School

Jakarta, Indonesia

Teacher Internship at SMA Jubilee School

November 2019

- Make lesson plans according to the vocational high school curriculum
- Preparing lesson material every week, and documentation result lesson every day for evaluation
- Recapitulate the value and development of students

Kedutaan Besar Republik Indonesia Kuala Lumpur

Kuala Lumpur, Malaysia

Atase Perhubungan

September 2018

- Make a weekly division transportation report
- Expedition document
- Providing marine services for Indonesian citizen more than 10 person everyday

CERTIFICATION

STAR (Sales Trainee Academy by Ruangguru)

SK No. : 656/RG/SK/HR/I/2021

AKTA IV (Universitas Muhammadiyah Prof. Dr. Hamka)

SK No: 4448/SK/BAN-PT/Akred/S/XI.2017

SKILLS

- Medical Detailing & Scientific Communication
- Presentation Product & Public Speaking
- Market Analysis & Competitive Strategy
- Customer Relationship Management (CRM)
- Negotiation & Closing Skills
- Sales Forecasting & Performance Analysis