



IENTRETNNO BIU

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SUMMARY

Results-driven professional with expertise in business analysis, product service, and team leadership within the FMCG sector. Demonstrates proficiency in marketing communication, project management, and market research, leveraging CRM software and advanced MS Office skills to deliver data-driven insights and promotional strategies. Adept at managing teams to achieve organisational goals while fostering collaboration and efficiency. Committed to driving impactful results through strategic planning and innovative solutions. Accomplished Area Sales Supervisor known for driving sales growth and developing high-performing teams. Excel at building client relationships and enhancing customer satisfaction. Delivered significant revenue increases by implementing innovative sales strategies and fostering collaborative work environment

WORK EXPERIENCE

Marketing Operation Officer, Coca cola Europacific Partner, Manado **May 2025-Present**

- Coordinate and ensure the smooth execution of promotional programs, brand activations, and national or local marketing campaigns at the retail level.
- Oversee the proposal, installation, and performance tracking of commercial coolers and vending machines at strategic venues (e.g., universities, airports, tourist spots, and commercial areas).
- Guide and structure daily work plans for merchandiser (MD) teams to ensure optimal product availability, stock rotation, and compliance with display standards.
- Monitor market trends, stock movement, and the overall ROI of localized marketing initiatives.
- Covering Manado, Gorontalo, Palu and Direct Report to Regional Marketing Manager

Business Representatif/Area Sales Promotion Supervisor, **February 2024 - May 2025** **Kalbe Nutritionals - Jayapura, Papua**

- Responsible to develop in channel (General Trade, Modern Trade, Medical Trade, Specialty Trade), Generate sales promotion and brand marketing activation products and penetrate an assigned territory at a profit and in a manner, that ensures the long-term viability in Papua (Jayapura, Merauke, Timika, Biak, Serui).
- Collaborating with cross-functional team such as channel development division, local distributor, and operational teams.
- Created, monitored, and executed BTL activities such as massive events, merchandising, consumer promotions, and trade promotions to increase sales volume.

Area Sales Supervisor , Skintific Indonesia - Merauke Papua **June 2023 - February 2024**

- Be responsible to execute direct selling distribution and build good relationship in
- General Trade (GT) and Modern Trade (MT) that will promote product visibility and availability through integrated trade programs activities to maximize consumer potency.
- Increased customer engagement by delivering high-quality product demonstrations.
- Developed customer loyalty with excellent customer service, leading to repeat business and Identified new business opportunities that enhanced growth potential of the company

EDUCATION

English Literature, Universitas Musamus - Merauke Papua
IPK: 3,52

June 2016 - August 2021

ADDITIONAL INFORMATION

- **Technical Skills:** Business Analysis, Produk Service, Team Leadership, Marketing Communication, Project Management, Team Management, MS Office, Analysis Data, CRM software, Market research, Promotional strategies.
- **Languages:** English, Indonesian.