

MULIYAWARMAN MUCHTAR

Date of Birth : 8th January 1996
Address : Sibula Dalam Street, Layang,
Bontoala District, Makassar South
Sulawesi (90154)
Phone : +62 821-8944-2569
Email : muliyawarmanm@gmail.com
LinkedIn : [linkedin.com/in/muliyawarman-muchtar](https://www.linkedin.com/in/muliyawarman-muchtar)

Professional Summary

Area Manager with over 12 years of experience in FMCG, tech startups, and B2B retail. Proven expertise in regional expansion, trade marketing execution, and sales operations. Demonstrated success in driving sales growth, leading cross-functional teams, and executing go-to-market strategies. Passionate about business innovation, data-driven decision making, and leadership development.

Professional Experience

PT Tian Xing Cloud Supply Chain Indonesia (Full-time)

Part of Xingyung group, imported commodity, well-known Polibeli in Indonesia
March 2024 – Present

Position: Area Manager

- Led market entry in South Sulawesi for home-living and digital accessories categories (Mehaa, GM Bear, Lanex, Vemee, Boldwave) and also led market entry in Central java for collectible card categories which is started in January 2026
- Led 1 supervisor, 3 sales team in South Sulawesi and lead 8 sales team and 1 warehouse admin in Central Java.
- Built multichannel distribution and onboarded general & modern trade partners.
- Achieved GMV of IDR 1B within 6 months in South Sulawesi by acquiring 450+ customers and acquiring 100+ customer for collectible card customer in Central Java withing 3 months.

PT Multidaya Teknologi Nusantara (Full-time)

The first and the biggest aqua-tech start-up in Asia
October 2022 – February 2024

Position: Trade Marketing Lead

- Developed trade marketing programs: offline/online campaigns, POSM, events, and loyalty schemes.
- Managed national budget for promotions and collaborated with sales to increase farmer/merchant engagement.
- Led 6 Trade Marketing Executive.

Indofood Nutrition and Special Foods (Full-time)

The division in Indofood CBP that generates food ranging from toddler to adult such as Sun, Promina, Govit, and Gowell
February 2022 – September 2022

Position: Key Account Supervisor

- Managed key distributors in North Sulawesi, Gorontalo, and Palu.
- Led trade marketing initiatives and modern trade sales strategies.
- Led 1 Area Coordinator, 2 SPG, 3 Merchandiser, and coordinated with distributor's salesman.
- Achieved 25% sales growth compared to previous year.

Danone ELN (Contract)

A multi-national enterprise that generates Specialized Nutrition for children such as SGM, Bebelac, and Nutrilon
March 2021 – January 2022

Position: Sales and Marketing Team Lead

- Oversaw Sulawesi & Jayapura pharmacy channel.
- Led 4 Sales Merchandiser.
- Acquired 100+ pharma stores and Scaled some stores monthly sell-in from IDR 0 to IDR 100M.

Additional FMCG Experience — Sales & Merchandising Roles

September 2014 - January 2021

Position: **Sales & Merchandising Roles**

- Working in several companies such as British American Tobacco, Frisian Flag and Nestle
- Roles included Merchandiser, Area Coordinator, and Team Leader.
- Managed promotion execution, planogram compliance, stock availability, and team supervision in both modern and general trade.

Education

Sekolah Tinggi Ilmu Ekonomi (STIE) Yayasan Pendidikan Ujung Pandang (YPUP)

August 2014 - January 2019

Accounting, Bachelor of Economics

GPA: **3.89**

SMK Negeri 04 Makassar, Vocational High School

July 2011 - June 2014

Major: **Accounting**

Skills

Software: Microsoft Excel, Google Sheets, SQL, Google Data Studio, MYOB, Zahir Accounting, Photoshop

Soft Skills: Leadership, Communication, Problem Solving, Initiative, Strategic Thinking

Language: English (IELTS 6.0)

Organizations & Leadership

MAKES (Al-Markaz For Khudi Enlightening Studies)

A Non-profit organisation which is a community to discuss issues both local and global in English to improve critical thinking, to understand current events and to create leaders. Approximately 20 members and 20 non-member participants.

April 2019 - January 2021

Position: **Chairman Of MAKES**

Agora Speakers International (Club 59 Makassar, Indonesia)

A non-profit organisation which aims to empower members to become good public speakers and to develop leaders.

August 2018 - Present

Position: **Member**

Other Activities & Interests

- Running a retail business (small-scale).
- Reading business, motivational, and religious literature.
- Football, Gym and Running enthusiast.



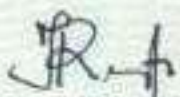
SEKOLAH TINGGI ILMU EKONOMI YAYASAN PENDIDIKAN UJUNG PANDANG

Memberikan Ijazah Kepada :

Nama : **MULIYAWARMAN MUCHTAR**
Tempat dan Tanggal Lahir : **Ujung Pandang, 8 Januari 1996**
Nomor Pokok Mahasiswa (NPM) : **14401175**
Program Pendidikan : **Sarjana**
Program Studi : **Akuntansi**
Tanggal Kelulusan : **15 Januari 2019**
Ijin Penyelenggaraan : Berdasarkan SK Menteri Pendidikan dan Kebudayaan Republik Indonesia No. 0152/U/1984, Tanggal 9 Maret 1984.

Ijazah ini diserahkan setelah yang bersangkutan memenuhi semua persyaratan yang ditentukan, dan kepadanya dilimpahkan segala wewenang dan hak yang berhubungan dengan ijazah yang dimilikinya, serta berhak memakai gelar akademik: **Sarjana Ekonomi (S.E.)**.

Ketua Program Studi Akuntansi


NENG INDRIYANI, S.E., M.M
NIDN : 0916076301



Makassar, 15 April 2019

Ketua,


Prof. Dr. H. AHMAD MUSSENG, M.Si
NIDN : 0911125602



SEKOLAH TINGGI ILMU EKONOMI (STIE)
YAYASAN PENDIDIKAN UJUNG PANDANG (YPUP)
 Jl. Andi Tonro No. 17 Telp. (0411) 854974 - 871 890 Fax. (0411) 830 520 Makassar 90322

TRANSKRIP AKADEMIK

Memberikan Transkrip Akademik Kepada :

Nama :

Tempat dan Tanggal Lahir :

Nomor Pokok Mahasiswa :

Program Pendidikan :

Program Studi :

Tanggal Kelulusan :

Izin Penyelenggaraan :

MULIYAWARMAN MUCHTAR

Ujung Pandang, 8 Januari 1996

14401175

Sarjana

Akuntansi

15 Januari 2019

Berdasarkan SK Menteri Pendidikan dan Kebudayaan
 Republik Indonesia No. 0152/U/1984 Tanggal 9 Maret 1984

Mata Kuliah Program Sarjana yang telah ditempuh :

No. Unit	MATA KULIAH	K	HM	AM	KM	No. Unit	MATA KULIAH	K	HM	AM	KM
1	PENDIDIKAN AGAMA ISLAM	2	B	3	6	31	PINDAHAN JUMLAH	78			255
2	PENDIDIKAN PANCASILA	2	A	4	8	32	TEORI AKUNTANSI	3	A	4	12
3	PENDIDIKAN KEWARGANEGARAAN	2	B	3	6	33	AKUNTANSI SEKTOR PUBLIK	3	A	4	12
4	BAHASA INDONESIA	2	B	3	6	34	AUDITING I	2	A	4	8
5	BAHASA INGGRIS	2	A	4	8	35	AUDITING II	2	A	4	8
6	EKONOMI MAKRO	3	A	4	12	36	AKUNTANSI SYARIAH	3	A	4	12
7	EKONOMI MIKRO	3	B	3	9	37	SISTEM PENGENDALIAN MANAJEMEN	3	A	4	12
8	PENGANTAR BISNIS	3	A	4	12	38	PENGANGGARAN PERUSAHAAN	3	A	4	12
9	PENGANTAR MANAJEMEN	3	A	4	12	39	AKUNTANSI PERPAJAKAN	3	A	4	12
10	PENGANTAR AKUNTANSI I	3	A	4	12	40	PRAKTIKUM PERPAJAKAN	1	A	4	4
11	PENGANTAR AKUNTANSI II	3	A	4	12	41	PRAKTIKUM PENGANTAR AKUNTANSI	1	A	4	4
12	MATEMATIKA EKONOMI	2	A	4	8	42	PRAKTIKUM AKUNTANSI KEUANGAN MENENGAH	1	A	4	4
13	MATEMATIKA KEUANGAN	2	A	4	8	43	PRAKTIKUM AKUNTANSI KEUANGAN LANJUTAN	1	A	4	4
14	STATISTIK I	2	C	2	4	44	PRAKTIKUM AUDITING	1	A	4	4
15	STATISTIK II	2	A	4	8	45	PENGAUDITAN INTERNAL	3	B	3	9
16	BAHASA INGGRIS PROFESIONAL	2	A	4	8	46	CO-CURRICULER	1	A	4	4
17	METODE PENELITIAN	3	A	4	12	47	AKUNTANSI INTERNASIONAL	3	A	4	12
18	PENGANTAR APLIKASI KOMPUTER	3	A	4	12	48	MANAJEMEN STRATEGIK	3	A	4	12
19	ASPEK HUKUM DALAM BISNIS	2	A	4	8	49	KOMPUTER AKUNTANSI	3	A	4	12
20	HUKUM PAJAK	2	A	4	8	50	AKUNTANSI KEPERILAKUAN	3	A	4	12
21	AKUNTANSI BIAYA	3	A	4	12	51	ANALISA LAPORAN KEUANGAN	3	A	4	12
22	SISTEM INFORMASI AKUNTANSI	3	A	4	12	52	AUDITING MANAJEMEN	2	A	4	8
23	AKUNTANSI MANAJEMEN	3	A	4	12	53	SEMINAR AKUNTANSI	3	A	4	12
24	SISTEM INFORMASI MANAJEMEN	3	A	4	12	54	ETIKA BISNIS DAN PROFESI	3	A	4	12
25	AKUNTANSI KEUANGAN MENENGAH I	3	A	4	12	55	PEREKONOMIAN INDONESIA	3	A	4	12
26	AKUNTANSI KEUANGAN MENENGAH II	3	A	4	12	56	KEWIRAUSAHAAN	3	A	4	12
27	AKUNTANSI KEUANGAN LANJUTAN I	3	A	4	12	57	BANK DAN LEMBAGA KEUANGAN	3	A	4	12
28	AKUNTANSI KEUANGAN LANJUTAN II	3	A	4	12	58	K K L P	3	A	4	12
29	MANAJEMEN KEUANGAN I	3	A	4	12	59	B K R I P S I	6	A	4	24
30	MANAJEMEN KEUANGAN II	3	A	4	12						
Jumlah SKS yang diperoleh		78			255	Jumlah SKS yang diperoleh		149			500
Indeks Prestasi Kumulatif yang diperoleh		: 3.89 (Tiga koma delapan sembilan)									
Predikat kelulusan		: Cumlaude									
Judul Karya Ilmiah yang dipertanggung jawabkan :		ANALISIS EFISIENSI PENGGUNAAN MODAL KERJA UNTUK MENINGKATKAN KINERJA KEUANGAN PADA PT BENTOEL DISTRIBUSI UTAMA TBK CABANG MAKASSAR									

Rn

Ketua Program Studi Akuntansi

NENG INDRIYANI, S.E., M.M

NIDN : 0916078301



Makassar, 15 April 2019

Ketua

Prof. Dr. H. AHMAD MUSSENG, M.Si

NIDN : 0911125802

Test Report Form

ACADEMIC

NOTE Admission to undergraduate and post graduate courses should be based on the ACADEMIC Reading and Writing Modules.
GENERAL TRAINING Reading and Writing Modules are not designed to test the full range of language skills required for academic purposes.
It is recommended that the candidate's language ability as indicated in this Test Report Form be re-assessed after two years from the date of the test.

Centre Number ID017

Date 13/JUN/2020

Candidate Number 000255

Candidate Details

Family Name MUCHTAR

First Name MULIYAWARMAN

Candidate ID C5407969



Date of Birth 08/01/1996

Sex (M/F) M

Scheme Code Private Candidate

Country or Region of Origin

Country of Nationality INDONESIA

First Language INDONESIAN

Test Results

Listening

6.0

Reading

6.5

Writing

5.5

Speaking

6.0

Overall
Band
Score

6.0

CEFR
Level

B2

Administrator Comments

Centre stamp


IDP South Jakarta
ID017

Validation stamp



Administrator's
Signature

Date 25/06/2020

Test Report Form
Number

20ID000255MUCM017A

DAFTAR NILAI PRAKTEK KERJA INDUSTRI

Nama Peserta : MULIYAWARMAN MUCHTAR
Nomor Induk Siswa : 11.050
Program Keahlian : AKUNTANSI
Nama Perusahaan/Institusi : PT. ASTRA INTERNATIONAL Tbk.

NO.	SCORING	SCORE	GRADE	REMARK
1.	Motivation	9,0	A	9,0 – 10 Excellence
2.	Skill Performance	9,0	A	7,5 – 8,9 Good
3.	Personalities	9,0	A	6,0 – 7,4 Fair
4.	Computer Literature	9,2	A	5,0 – 5,9 Poor
5.	Finance Accounting Activities	9,0	A	
6.	Tax Administration Activities	9,0	A	
7.	Telephone and Fax	9,3	A	
8.	Work with College and Customer	9,3	A	
9.	Filing Document	9,2	A	
	Total Score	82	A	
	Average	9,1	A	

Approved By :
Region Head

DENNY TEGUH

Makassar, 17 Desember 2012

Pembimbing Perusahaan/Institusi

WANNY

thamescenter

CERTIFICATE OF ACHIEVEMENT

this certificate accredits that

MULIYAWARMAN MUCHTAR

has succesfully completed online workshop:

Data Analytic Fundamental Training
Maret 31 2021



Hans Pola, MBA
Director



Tedi Martino, MOM
Thames Certified Trainer



PT. ASTRA INTERNATIONAL Tbk.

Jl. Sultan Alauddin No. 57 Makassar

SERTIFIKAT

Menyatakan bahwa

MULIYAWARMAN MUCHTAR

Siswa pada Program Kompetensi Keahlian AKUNTANSI SMK Negeri 4 Makassar

telah mengikuti Praktek Kerja Industri pada :

PT. ASTRA INTERNATIONAL Tbk.

Yang dilaksanakan dari tanggal 09 Juli s.d. 15 Desember 2012

Dengan hasil : **SANGAT BAIK**



Makassar, 17 Desember 2012

Region Head,

PT. Astra International Tbk - Honda
Cabang Makassar


DENNY TEGUH



Sertifikat Penyelesaian

Diberikan atas keberhasilan mengikuti dan lulus dari Kelas
Membuat Konten Sosial Media Untuk Marketing Online
Kepada

Muliyawarman Muchtar

atas keberhasilan menyelesaikan program selama 9 jam

Yogyakarta, 19-06-2024

Director,



M. Animna Husna, S.I.A.



No. 00126107

Diverifikasi oleh :



KOMPETENSI YANG DILATIH

Membuat Konten Sosial Media untuk Marketing Online

Berdasarkan:

SKKNI Nomor 124 Tahun 2022 Tentang Manajemen Bidang Pemasaran

Kompetensi	Unit Kompetensi
Peserta mampu memahami dasar - dasar Sosial Media pada Youtube, Tiktok, & Instagram untuk Pemasaran Online	• M.70MKT00.013.1 Melaksanakan Kegiatan Analisis di Media Sosial dan Media Bisnis Digital
Peserta mampu menyusun Content Plan untuk Sosial Media Youtube, Tiktok, & Instagram	• M.70MKT00.009.2 Merencanakan Riset Terhadap Sebuah Produk dan/atau Merek
Peserta mampu memproduksi dan mengoptimasi konten untuk sosial media dengan aplikasi Canva dan Capcut	• M.70MKT00.014.1 Mempersiapkan Konten Digital
Peserta mampu membuat Laporan Analisa Performa Sosial Media	• M.70MKT00.015.1 Mengoptimalkan Pengelolaan Media Sosial dan Rencana Aplikasi Digital
Peserta mampu melakukan pengembangan konten media sosial di Youtube, Tiktok, & Instagram	• M.70MKT00.012.1 Menggunakan Media Sosial dan Aplikasi Daring (Online Tools)