

RESKY PANGESTU

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SUMMARY

Highly motivated sales and marketing. Economics development graduate familiar with data analysis and strong management skills to help the Company meet your upcoming challenges. Bringing forth proven track record of working collaboratively with sales team to achieve goals, increase revenue gains, and advance the salary cycle of the company and strong leader with the ability to increase sales and develop strategies to retain customer.

EDUCATION

Economic Development

Pasundan University | Bandung - 2019 | GPA/3.20

- Faculty of Economics and Business with a GPA of 3.20/4.0 Active in internal camps and external organization

EXPERIENCE

3D Pattern Maker

May 2023 - Current

PT Pancaprima Ekabrothers - Tangerang, Indonesia

- Direct and lead the team to generate accurate 3D models using data from 2D sketches.
- Actively manage the project prototyping process from tech pack generation through commercialization and production.
- Assist in defening objectives to achieves target on team or individual level establish standards and facilitate process work stream.
- Selected, specified and recommended function and aesthetic material for model display.

Marketing and Sales

March 2022 - April 2023

Tujuh Pilar Mandiri - Bandung, Indonesia

- Conduction market research to understand your target audience and competitors.
- Developing and implementing marketing strategies and campaigns to reach and engage with your target audience.
- Creating and producing materials such as advertisements, social media posts, email campaigns, and product brochures.
- Collaborating with other departemens such a sales, product development, and customer service to ensure aligment and consistency across all marketing efforts.
- Tracking and anlyzing marketing performance metrics to evaluate the success of campaigns and strategies.
- Engaging with customers and prospects on social media platforms to build brand awareness and loyalty.

Sales Representative

April 2020 - December 2021

Sahabat Berlian Advertising - Bandung, Indonesia

- Collected and analyzed market data and communicated with over 500 user to identify their requirements.
- Investigated any customer experience problems and completed detailed reports on the progress the assigned projects.
- Promote products through social media and develop a sales strategy plan.
- Maintaining client relations.
- Boosted client retention, establishing sales goals and securing targeted rates.

Sales

April 2019 - February 2020

Pandawa FreshEgg - Bandung, Indonesia

- Kept up-to-date on available inventory and new stock lines to efficiently answer customer questions regarding purchasing options.
- Promoted sales and special offers for discounts and merchandise options.
- Boosted sales and improved customer satisfaction by providing attentive, personalised client services.
- Showcased product featured and benefits to drive sales.

Store Manager and Owner**April 2017 - December 2021****Ladang Hobi - Bandung, Indonesia**

- Develop a business strategy increasing the number of customers, increasing sales and optimizing profits.
- Ensuring optimal store service possible to create satisfaction high customer.
- Lead, motivated, train guide and supervise office staff to effectively.
- Dividing tasks to office staff including providing entry schedules, permits, etc.
- Maintain the condition atmosphere/cleanliness of the store and make customer feel comfortable.
- Supervise store administration and ensure the work of administrative staff in accordance with the rules and procedures.
- Analyze and report purchasing trends and customer needs.
- Handle all problem that arise from staff or customers such a complains or criticism.
- Conduct staff performance assessments and consider whether training is needed or not. This include deciding whether the staff employment contact will be continued or discontinued.
- Design marketing campaign.

Curator Of Collection**February 2019 - June 2020****PT Tria Ventura (youb.id) - Jakarta, Indonesia**

- Developing Strategy to product owner.
- Creating product research, competitive analyst, positioning and differentiation in current market to expand visibility.
- Research competitive solutions and maintained competitive market comparisons and evaluations.
- Develop a set guidelines and procedures to improve collection process and reduce delinquency rates.

ORGANIZATION**Lembaga Pemberdayaan Masyarakat****September 2017 - December 2018****Universitas Pasundan - Bandung, Indonesia**

- Contributed in organizing Seminar National Economic (2019) at Pasundan University Postgraduate as a Field Coordinator.
- Contribute in organizing Technical Guidance - DPRD West Java (2018) as Field Coordinator.
- Contributed in providing Technical Guidance - PGRI West Java (2018) as a Public Relations (include Documentation).

Kuliah Kerja Mahasiswa**May 2018 - August 2018****Universitas Pasundan - Garut, Indonesia**

- Human Resource Development in Community Empowerment to Build Villages Entrepreneurs in Kadungora Villages, Garut Regency in 2018.

Achievement**PT. Bank CIMB Niaga tbk.**

- More than 500 aquisition
- 110% KPI

PT. Pancaprima Ekabrothers

- More than 20 Design 3D in one month
- Handled Buyer for 3D Design (Salomon, Arcteryx, LLBean, Hugoboss and etc.)

Tujuh Pilar Mandiri

- Put up Billboards for more than 400 shops (Traditional Market ; Baltos, Batujajar, Cililin, Padalarang and etc.)
- Handle project advertise from (PT. Indolacto, Disdik Jabar bid GTK and etc.)

CORE QUALIFICATIONS SKILL

Management, Leadership, Digital Marketing, Sales Planning, Collections, Marketing Strategies, Mapping, Purchasing, SEO, Empowerment, Writing, Research, Sales Territory, Planning, Cleanliness, Competitive, Analyst, Sales, Retailer, Retail Banker, Employed Contracts, Campaign Management, Direct Selling, Business Development and Collaboration.

REFERENCES

- Berliana Egista - Team Leader CIMB Niaga / 08983593311
- Eka Sumanjaya - CEO of Tujuh Pilar Mandiri / 085314845087