

KAKA RUSDIANTO

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SUMMARY

Having more than 4 years of experience in the sales and marketing field of the FMCG industry as a sales supervisor and key executive with a work focus on developing and improving GT and MT sales channels, but now wants to switch careers to the field of corporate communications or marketing communications according to educational concentration.

EXPERIENCE

PT. ICHI TAN INDONESIA

Key Account Executive – Jakarta

(October 2025 – March 2026)

- Manage sales and marketing strategies in modern trade channels to support sales target achievement and promotional program effectiveness.
- Monitor distributor performance to ensure product availability, brand visibility, and smooth distribution.
- Analyze sales and market data to identify growth opportunities and develop more measurable marketing strategies.

PT. SINERGI AYU SEMESTA

Key Account Executive – Jakarta

(October 2024 – October 2025)

- Manage sales and marketing channel strategies (modern trade) to ensure sales target achievement and effective promotional program execution.
- Foster and monitor the performance of indirect channels (distributors) to ensure product availability, brand visibility, and smooth distribution.
- Analyze sales and market data from both channels to identify growth opportunities and develop measurable and sustainable marketing strategies.

PT. JAVA VAPOR INDONESIA

Marketing Area – Jakarta, West Java & Yogyakarta

(October 2023 – July 2024)

- Design and execute events and branding activities in the area to increase brand awareness and consumer engagement.
- Coordinate across teams in the planning and execution of events or activations within and outside the area.
- Monitor gt distributors and outlets to ensure product availability and optimal promotional implementation.

PT. GONDOWANGI

Sales Supervisor Area – Tasikmalaya

(Juli 2022 - Juli 2023)

- Oversee the sales team to achieve established sales targets.
- Analyze sales data to formulate strategies to improve team performance.
- Maintain good relationships with distributors, outlets, and customers to ensure smooth product distribution.

PERUM BULOG KANWIL BENGKULU

Marketing Communication - Freelance

(December 2020 - May 2021)

- Collecting and updating information on rumah pangan kita (rpk) partners to support database accuracy and effective partnership management.
- Carrying out product promotions and sales directly to partners and consumers to increase sales volume and brand awareness.
- Regularly monitoring product availability at partner outlets and toko pangan kita (tpk) company outlets to ensure smooth distribution and stock levels.

EDUCATION

- **MERCUBUANA UNIVERSITY JAKARTA**

Master of Communication Science

(September 2024 – April 2026)

- **UNIVERSITY OF BENGKULU**

Bachelor of Communication Science

(June 2017 - January 2022)

ABILITY

- Hard Skills : Microsoft Excel (Pivot Tables, Vlookup), Microsoft Power Point & Word.
- Soft Skills : Leadership, Communication, Negotiation.