



## **Refi Daniati, S.Kom.**

Jl. RRI, Griya Harmoni No.15, Tirtajaya, Sukmajaya, Depok

Phone: 081943707098 Email: Refi02.daniati@yahoo.com

## **CURRICULUM VITAE**

### **PERSONAL DATA**

**Name:** Refi Daniati

**Place, Date of Birth:** Jakarta, 2 April 1988

**Gender:** Female

**Religion:** Islam

**Height:** 170 cm

**Weight:** 90 kg

**Address:** Jl. RRI, Griya Harmoni No.15, Tirtajaya, Sukmajaya, Depok, West Java

**Mobile Phone:** 081943707098

**Marital Status:** Married and has 2 children, aged 18 and 11 years

**Email:** Refi02.daniati@yahoo.com

**Driving License:** Class A

## EDUCATION

**Elementary School:** SDN Pademangan Timur 08, North Jakarta (1993–1999)

**Junior High School:** SMPN 34 Pademangan, North Jakarta (1999–2002)

**Senior High School:** SMAN 40, North Jakarta (2002–2005)

**University:** Universitas Gunadarma, Depok (2005–2009)

D3 Information Technology Education, Informatics Management major, GPA 2.88 (Very Satisfactory), and S1 Computer Science and Information Technology, Information Systems (2009–2010).

## COURSES

1. MEDIA NUSANTARA Computer Education Institute (2002)
2. Improving Effective Presentation (2006)
3. Visual Basic Programming with SQL Server (2007)

## SKILLS

**Communication:** Excellent

**Negotiation:** Excellent

**Information Technology:** MS Office

**Languages:** Indonesian (Active). English (Passive); currently taking an English improvement course to facilitate daily work.

**Certification:** Medical Representative Professional Training (PEDFI Certification), 2011

## WORK EXPERIENCE

- PT. Bayer Indonesia — 19 November 2012–31 March 2026 (13 years 4 months)
- PT. Novartis Indonesia — 3 January 2011–November 2012
- PT. Novell Pharmaceutical Lab — July 2008–December 2010

## **ACHIEVEMENTS**

- Club 100+
- CDH Club Award 2019 for District Sales Manager
- Infinity Club Award 2025

## **ABOUT ME**

My name is Refi Daniati. I graduated with a Bachelor's degree in Information Systems from Universitas Gunadarma in 2010. My most recent position was at PT. Bayer Indonesia as a Sales Manager / Customer Engagement Coach. My career at PT. Bayer Indonesia began in November 2012, starting as an MR, followed by Senior MR, Acting District Sales Manager, District Sales Manager, Sales Manager, and Customer Engagement Coach.

I have experience managing the following areas: JABODETABEK, West Kalimantan, all of West Java and East Java, Batam, Padang, Palembang, and Lampung. If required by the company to take responsibility for a new area, I am willing to accept the challenge because I enjoy new challenges.

My responsible products have also varied since I became an MR, giving me a strong portfolio across various therapies, including Diabetes, Hypertension, Anticoagulants (K-HOM), Endometriosis, HMB, and contraception (Pills, IUD, IUS). Currently, I am responsible for 19 MRs distributed nationwide, and the performance I have achieved has been very good. I adapt very easily, as demonstrated by my experience with dynamic product portfolios and areas of responsibility.

I am a mother of two who enjoys working. I am firm, do not like to postpone work, adapt easily, have strong negotiation skills, am hardworking, and have the ability to develop team members to improve further. I have an interest and ability in team leadership, am sociable, able to collaborate well, able to motivate teams, adapt easily to new environments, work well with teams, enjoy challenges, am positive-minded, open-minded, creative, always optimistic, and place importance on personal appearance.