



RAHMA NOVIANINGRUM

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Dynamic and detail-oriented professional with over 2 years of experience in procurement, sales administration, and import coordination for construction projects. Skilled in vendor negotiation, tender management, and documentation accuracy, with additional expertise in digital marketing and brand development through managing a regional UMKM brand.

EDUCATION

EF Efekta English For Adults

Beginner to Intermediate

Jakarta, Indonesia

2023-2024

- Learning English daily and business start from Beginner until Intermediate
- As a B1 Intermediate English of CEFR.

Mercu Buana University

Bachelor of Economics – Marketing Management

Jakarta, Indonesia

2018-2022

GPA : 3,66 out of 4,00

Thesis : “*The Mediation Role of Customer Behavior in The Relationship of Retargeting Advertising and Price Discount on Purchasing Decisions at Berrybenka*” grade A

WORK EXPERIENCE

PT Mechatronic Mitra Solusi

Tangerang, Indonesia

Procurement & Purchasing Officer – Construction Projects

June 2024 – Present

- Managed procurement of mechanical, electrical, and automation equipment for 20+ projects, achieving 20% cost savings through vendor negotiations and strategic sourcing.
- Ensured 100% on-time delivery by coordinating with suppliers and aligning procurement with project schedules, preventing delays.
- Improved tender and procurement process accuracy by 30%, maintaining compliance with company policies and audits.
- Worked with engineering teams to forecast material needs, reducing shortages by 25% and strengthening vendor relations.
- Handled import procurement for overseas materials and equipment, preparing import documentation (PIB, packing list, invoice, B/L), coordinating with forwarders and customs brokers, and negotiating with international suppliers to optimize landed costs and lead times.

Sales Marketing Administrator – Construction & Civil

October 2023 – June 2024

- Managed full tender administration across multiple clients, including SPH, BQG, RAP, and legal compliance documentation, ensuring complete and accurate submissions.
- Supported negotiation and procurement processes for goods and contractor services, improving response time and client satisfaction.
- Completed 100% billing documentation (work reports, invoices) prior to payment submissions, minimizing rejection risks and ensuring smooth project cash flow.
- Compiled and maintained PPN and withholding tax reports for all ongoing projects annually, ensuring full tax compliance and audit readiness.
- Collaborated with project and finance teams to monitor contract performance, track deliverables, and ensure timely client invoicing.

Rarikuu (Local Brand – Fashion Accessories)

Tangerang, Indonesia

Founder & Brand Manager

June 2021- Present

- Founded and managed Rarikuu, a local brand specializing in handmade fashion accessories that supports Indonesian UMKM artisans.
- Operated multi-channel sales via Shopee, Tokopedia, and Instagram, reaching over 5,000 followers and selling 5,000++ products across local and Southeast Asian markets.
- Expanded international reach through the Shopee Export Program, successfully delivering products to Singapore, Malaysia, and Thailand with consistent monthly growth.
- Developed and executed digital marketing campaigns using Shopee Ads, TikTok Ads, and Instagram (Reels, Stories, Feed, and Live Streaming) to increase engagement and drive conversion.
- Built affiliate collaborations with micro-influencers to promote products across social media, boosting brand visibility and credibility.

eGuards Indonesia

Jakarta, Indonesia

Marketing Team – Internship

September 2021- December 2021

- Conducted market and client research to identify potential leads and target audiences.
- Assisted in promoting company programs to prospective clients through digital outreach and follow-up communication.
- Prepared PowerPoint presentations and supported the marketing team during client meetings and discussions.
- Collaborated with internal teams to ensure marketing materials and proposals were delivered accurately and on schedule.

CERTIFICATES**EF SET Certificate – CEFR Level: B1 (Intermediate)****2025**

- Assessed by EF Standard English Test (EF SET), a globally recognized English language proficiency exam.

Dsarea x Jobarea | Excel Accounting**2025**

- Excel-proficient in accounting, including data visualization, statistical analysis, and advanced functions (Vlookup, Pivot Tables).

Marketing Management | PT TUV Rheinland Indonesia**2022**

- Learn about Marketing, Loyalty Relationships, Analyzing Business Markets, Market Segments Targets, Global Markets, Brand Equity, Product Strategy, Integrated Marketing Channels & Communication
Total Score : 8.55

Marketing Competition | HIMA Management Universitas Mercu Buana**2021**

- Competition solves business problems in terms of Marketing, Operations, Finance, Technology, Human Resources, as well as the company's strategic direction.
Top 10 out of 100 participants

SKILLS & INTERESTS**Technical Skills :**

- Microsoft Excel (Pivot, Vlookup)
- SAP & E-Procurement systems
- CRM Tools (basic)
- Vendor & Supplier Management
- Analytics & Reporting
- Data Entry

Language : Indonesia (Native proficiency), English (Professional Working Proficiency)