

ROSANNA IRAWAN

PROFESSION

CONTACT

 Jakarta, DKI Jakarta 10610
 rosanna@perdanagroup.com

SKILLS

- Market analysis and planning
- Sales and marketing
- Sales team management
- Negotiation skills
- Strategic partnerships
- Strategic partnership development
- Analytical decision-making
- Customer engagement

Accomplished Business Development Manager specializing in collaborative team management and market strategy. Known for establishing key partnerships and driving sales initiatives, ensuring alignment of goals for maximum impact.

WORK HISTORY

September 2020 - Current

Business Development Manager PT Perdana Bangun Pusaka Tbk

- Developed strategic partnerships to enhance market presence and drive revenue growth.
- Led cross-functional teams to execute business development initiatives and optimize performance.
- Analyzed market trends to identify new business opportunities and target customer segments.
- Generated new business with marketing initiatives and strategic plans.
- Represented company and promoted products at conferences and industry events.
- Established relationships with key decision-makers within customers' organization to promote growth and retention.

May 2012 - August 2020

Head of Sales & Marketing PT Perdana Bangun Pusaka Tbk

- Developed and executed comprehensive sales strategies to drive revenue growth across multiple markets.
- Led cross-functional teams to align marketing initiatives with sales objectives, enhancing collaboration and performance.
- Implemented data-driven decision-making processes, optimizing resource allocation for maximum impact on sales targets.
- Analyzed market trends and customer feedback to refine product offerings, increasing customer satisfaction and loyalty.
- Analyzed sales and marketing data for improved strategies.

June 2009 - May 2012

Sales & Marketing Coordinator PT Perdana Bangun Pusaka Tbk

- Developed promotional materials using Adobe Creative Suite for product launches and events.
- Monitored budget expenditures for marketing projects, ensuring alignment with financial guidelines and objectives.
- Conducted market research to identify trends and competitor strategies, informing adjustments to company offerings accordingly.
- Assisted sales team members in developing customer relationships, and building customer loyalty.
- Developed and implemented strategies to increase sales and improve customer service.
- Coordinated with other departments to provide smooth execution of sales initiatives.
- Monitored daily sales performance and provided feedback to each team member.

January 2007 - May 2009

Import Coordinator PT Perdana Bangun Pusaka Tbk

- Implemented process improvements that streamlined customs clearance procedures, enhancing overall efficiency.
- Collaborated with suppliers and freight forwarders to optimize shipping schedules and reduce lead times.
- Monitored shipment statuses, resolving discrepancies to maintain accurate tracking information.
- Coordinated import documentation ensuring compliance with regulatory requirements and internal policies.

April 2004 - December 2006

Import Assistant PT Perdana Bangun Pusaka Tbk

- Coordinated import documentation to ensure compliance with regulatory requirements.
- Managed communication between suppliers and logistics teams for timely shipments.
- Assisted in tracking and updating shipment status to improve visibility.
- Analyzed shipping data to identify process inefficiencies and recommend improvements.
- Boosted efficiency in the import process by streamlining documentation and communication procedures.

April 2002 - March 2004

Administrative Assistant PT Perdana Bangun Pusaka Tbk

- Managed office communications, ensuring timely and accurate information flow.
- Ensured accurate record-keeping with diligent data entry and database management for vital company information.
- Coordinated office operations and maintained efficient filing systems to enhance information retrieval.
- Streamlined communication between departments to ensure timely project updates and resolution of issues.
- Developed and implemented administrative procedures to improve workflow efficiency across the organization.

EDUCATION

December 2021

Bachelor of Arts Management Information System
University of Southern California, Los Angeles, USA