

# SASA LIMANAN

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## EDUCATIONAL BACKGROUND

### University of Technology Sydney, *Master of Marketing*

2015 – 2017

Relevant coursework: Strategic Business Marketing, Pricing and Revenue Management, Marketing Channel Management, Sydney, Australia  
Marketing Strategy, Innovation, Creativity and Entrepreneurship

### Pelita Harapan University, *Bachelor of Economy in Accounting*

2010 – 2014

Graduated *cum laude* Tangerang, Indonesia  
Awarded as the best leader in Associate Accounting in Pelita Harapan University  
Relevant coursework: Financial Accounting, Accounting Theory, Financial Statement Analysis, Capital Market, Auditing, Cost Accounting, Management Control System, Decision Making Theory, Risk Management, Management Information System, Forensic Examination and Investigation, Management Accounting.

### Tsinghua University, *Mandarin Language*

2013

Accepted to the university program offered only to the top 20 students Beijing, China

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## PROFESSIONAL EXPERIENCES

### PT Langganan Kita Bersama

July 2021 – Now

#### Marketing Communications Manager

Tangerang, Indonesia

- Successfully driving expansion for new products in East Indonesia by conducting risk analysis and market intelligence, implementing innovative marketing strategies that led to a 16% surpassing sales target
- Negotiated contracts with customers, vendors and government (contract renewal rate increased by 9%)
- Facilitated accurate and effective translation of trading documents, contracts and correspondence from Indonesia to English and Mandarin, ensuring clear communication with clients, partners and vendors

### PT Nippon Indosari Corpindo

October 2019 – February 2020

#### Marketing

Jakarta, Indonesia

- Led a business plan and financial projection for the new products and project, and successfully executed the plan in the market
- Created brand name for the new product (Tozzies) that used in the market
- Designed and coordinated packaging development for the product, resulting in an appealing and functional solution used in the market
- Successfully organised events in the community aimed at boosting brand awareness by fully packed attendees to every event
- Collaborated with production and RnD department in Singapore to ensure translations aligned with the company's product and strategy (English-Indonesia)

### R3D Global Limited

August 2017 – May 2019

#### Marketing Executive

Sydney, Australia

- Provided market intelligence to the top management to support decision-making and strategic planning (savings of 8% of labor costs)
- Drove innovative marketing strategies for Unilever's new product launching in Singapore, Malaysia, and Indonesia markets with exceeding media coverage and social media engagement goals by 30%
- Achieved 15% surpassing sales target for Japanese raw materials, earning resounding satisfaction from Japanese Government
- Thrilled the client, GCOX Limited, by surpassing goals and achieving an extraordinary 21% media coverage surplus for the high-profile launch of artist' coins featuring renowned personalities such as Jason Derulo and Manny Pacquiao
- Increased orders through apps by 12% by optimising social media and revamping PT Nippon Indosari Corpindo's website; completed projects a week ahead of schedule
- Accomplished marketing and PR campaigns with a stellar acceptance rate of 5.0/5.0 by the clients of Solsana Pty Ltd, Renee Piagott, Katrina Read, Art Moments Jakarta, Mobile Assets Pty Ltd
- Collaborated with Michelin Group to establish Michelin Star in Australia to elevate the country's culinary industry, resulting in progress in the implementation of Michelin Star
- Delivered high-quality and accurate translations for Bahasa Indonesia, English and Mandarin that significantly contributed to increased clients and investors satisfaction for all the market intelligence and marketing campaigns

### Monkey Baa Theatre

March 2016 - June 2016

#### Marketing Strategy Planner

Sydney, Australia

Led the whole process of developing the best pricing strategy, which involved planning, conducting market research, investigating, and creating bundled pricing options to boost profitability and competitiveness. As a result, the company's revenue increased by 15%

### Indonesian Trade Promotion Center

August 2015 - December 2015

#### Assistant Marketing Research

Sydney, Australia

Developed market intelligence and customer insights for Indonesian F&B products in NSW (Indonesian exporter for FnB increased 15%)

### PriceWaterhouseCoopers (PwC)

January 2014 - April 2014

#### Auditor

Jakarta, Indonesia

Participation in the process of assessment retail, analyse financial data and evaluate internal controls and risk management

- Handled 5 different projects completed at the same time within long hours and tight deadlines

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## KEY SKILLS

<b>Languages</b>	: English (Fluent), Mandarin (Good), Indonesian (Fluent), Chinese Teochew (Fluent), Chinese Hakka (Fluent)
<b>Digital Marketing</b>	: SEO, SEM, PPC Campaign, Google Ads & Analytics, Email Marketing, Social media & Marketplace marketing, WordPress
<b>Interests</b>	: Business analysis, equity investing, branding, badminton, hiking
<b>Computer Literacy</b>	: Proficient in Microsoft (Excel, Word, PowerPoint), Adobe, SDL Trados, Wordfast, Lingotek
<b>Analytical Skills</b>	: Very good in structuring complex problems, very good analytical skills
<b>Interpersonal</b>	: Eager to learn, flexible, energetic, ability to work in a fast-paced environment, people oriented