

# JEFFRY

## EDUCATION

### Bunda Mulia University

#### Bachelor of Communication (Public Relations) 2016 - 2020

- Final Thesis: Grade A
- Head of Aikido Club
- Head of Research & Development Division (iCare Organization)

### SMA Katolik Santu Petrus Pontianak

#### Social Science 2013 - 2016

## WORK EXPERIENCE

### PT Segar Kumala Indonesia Tbk

#### Purchasing. July 2022 – Present

- Managed procurement processes and vendor relationships
- Negotiated pricing and contracts to optimize cost efficiency
- Ensured timely sourcing and supply chain continuity
- Coordinated with internal departments for operational needs

#### Sales & Marketing Specialist. January 2021 – July 2022

- Developed and executed sales and marketing strategies
- Identified market opportunities and analyzed trends
- Managed client relationships and business development
- Collaborated with teams to increase brand awareness and revenue

### PT Hortikultura Sukses Pratama

#### Director. July 2025 – March 2026

- Led company operations and strategic business direction
- Developed and executed business growth strategies
- Oversaw financial planning, procurement, and operational efficiency
- Built and managed partnerships with stakeholders and vendors
- Supervised cross-functional teams to achieve company targets

### PT Tani Hub Indonesia

#### Brand Activation. November 2019 – December 2020

- Planned and executed marketing campaigns (online & offline)
- Conducted market research and trend analysis
- Managed event planning, budgeting, and execution
- Negotiated with vendors and third parties
- Led influencer marketing initiatives and performance evaluation

### PT Sari Coffee Indonesia (Starbucks)

#### Barista. November 2018 – July 2019

- Delivered excellent customer service and maintained brand standards
- Ensured operational cleanliness and service quality



## ABOUT ME

Experienced professional with a strong background in marketing, purchasing, and business operations, with a proven track record of progressing into leadership roles. Skilled in strategic planning, negotiation, branding, and operational efficiency. Adept at leading teams, managing cross-functional projects, and driving business growth. Recently served in a Director role, demonstrating leadership in organizational development and strategic decision-making.

## SKILLS

- Communication
- Leadership
- Project Management
- Branding Strategy
- Offline Marketing
- Negotiation
- English (Professional Working Proficiency)
- Mandarin (Professional Working Proficiency)
- Ms Office

## CONTACT

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