

CHRISTIANA NOVIANTY

BUSINESS DEVELOPMENT SPECIALIST

PROFESSIONAL PROFILE

A well rounded player in business development, sales and marketing. Experienced in market research, networking and cold calling, pitching, and managing relationship with key accounts..

CONTACT DETAILS

- Mobile: +6282240116677
- christiananovianty@gmail.com

QUALIFICATIONS

Over five years experience in building sales channels, meeting annually and monthly sales target, and providing clients with best service tailored for them specifically

SKILLS AND ABILITIES

- Great communication and interpersonal skills
- Great writing skills
- Fluent in English, Proficient in Chinese
- Basic video editing and graphic design

PREVIOUS EDUCATION

Royal Melbourne Institute of Technology University

- B. Bus in Economics and Finance, Class of 2014
- Top 10% High Distinction Student of the cohort
 - President of Indonesian Students Christian Fellowships

Guangxi Normal University

- Chinese Language Study, Class of 2019-2020
- Sponsorship and Partnership Coordinator, Indonesian Students Associate Body



WORK EXPERIENCE

Center Manager - Bandung branch

PT VIC INDONESIA (Jan 2018 - June 2019)

- Responsibility :
Heading Bandung branch which is consisting of 11 people, managing every aspect of the branch, from sales and marketing to day-to-day operations
- Achievements :
Maintaining best branch position for 2018-2019 period
Leading the team to achieve quarterly sales target 3 times in a row (Oct 2018-Jun 2019)
Achieving 80% client's satisfaction rate - according to client survey

Key Account Manager - ANZ

PT Octagon Studio (Jan 2016 - Dec 2017)

- Responsibility :
Handling the retail side of the business including pitching to potential retailers, managing relationship with the key accounts, managing stocks and reports, fully owning the P&L of the business
Planned and coordinated PR initiatives, exhibitions, business events, and more.
- Achievements :
Having zero mistake in coordinating sales during exhibitions
Achieving a significant sales growth in domestic retail partners from 25k USD to 46k USD by the end of 2016 (+84%)

Account Executive

Infocus International (Jul 2014 - May 2015)

- Responsibility :
Communicating through the phone with senior level executives in MNCs and Global Fortune 500 companies to promote B2B conferences/training in APAC region and achieving sales target
- Achievements :
Achieving 40k SGD sales target, twice the personal target as a rookie executive