

Yahya Apristiano

Growth, Marketing, and Commercial Hustler

I'm looking for the next step to make an immediate contribution as an integral part of a progressive social and environment. I am a driven growth hustler with a technical background yet a knack for creative communication and management skills.



EXPERIENCE

Growth Manager & Country Advisor

Holistics Data, Singapore

June 2018 - Present

The responsibility mostly works closely with the founders in driving the revenue and advise the commercial and go-to-market strategy. Holistics is a global BI Software company that helps the small-to-enterprise company set up analytics and data set up for business decision making. My tasks consist of crossing different roles, such as:

Product & Market Analysis

I lead the customer care project management where usually in the call, we gather insights on how our customer use our product, including each feature and the use-case; potential development.

Commercial Development & Account Management.

Serve as the first point of contact and provide product information to prospective. Implement the sales pipeline strategy to achieve new business quota and maintaining multinational accounts in Asia, the US, UK, Australia.

Content Management & Creative

I drive the local activity, including partnerships with the potential community for seminars and events. I co-lead the collaboration with big technology partners and firms. While also strategize the marketing campaign and social media management.

Trade Marketing Analyst for The Kraftheinz Company

Indonesia5 Communication, Jakarta

January 2017 - June 2018

- Responsible for delivering end-to-end campaign and data analysis management for Heinz Indonesia product.



- Responsible for sales insight and reporting management from Modern Trade and General Trade segment.
- Work with Trade Marketing Supervisor to support sales activity and promo in super accounts by providing project journey plan.
- Responsible for a national project journey plan and make sure that 789 promoters in Indonesia are visiting the right stores.

Project Management Executive

Roki Japan (Filtration Company), Bekasi

February 2012 - January 2017

I joined the company as a Production Support Lead. I was responsible for scheduling building and equipment maintenance as needed. Regularly walking the factory floor to monitor factory staff's performance and ensuring that all production orders are completed promptly. I marked the significant signs of progress in organizational improvements. I was promoted as a costing analyst for the SAP project.

- I managed the Kaizen contribution for Quality, Cost, Delivery.
- I was trusted to manage the SAP system implementation and reporting management for the Indonesia office with Head Office guidance in Japan.
- I work with the General Affairs department and led the catering team. This independent department responsible for training, coaching and motivating a team of staff coming from the various department in the company, ensuring the smooth operation of the catering/food providing management, vendor assessment, and maintaining the excellent quality of food and service from vendors.

Project Experience

Business Development, Culturo

2020

Responsible for driving accounts. Mostly work with Brands to succeed in the digital initiative for creative marketing and website development.

National Partner, Aiesec Indonesia

2019

I spoke for the International Career Day event conducted in 4 regionals, namely Jakarta, East Java, Central Java, and Yogyakarta.



Teacher, Sahabat Anak

2019

VIP Guest Manager, Asian Games 2018

2018

Responsible for the treatment of the VIP (Ministry entities & Sponsors). Work with Ushers to maintain the VIP Holding Room and the seating arrangement.

Liaison Officer, Konser 5 Cinta by kamimusik

2018

Responsible for the treatment of the singers namely Reza Artamevia, Andre Hehanusa, Rika Roeslan, Yura Yunita, Rio Febrian.

Education

Mini MBA, IBMI Berlin (Nondegree)

2019

Bachelor of Information System, Pranata Indonesia

2013-2017

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