

GUSTI MUHAMMAD ZIKRI

Creative Market Planning

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Professional Summary

Dynamic and results-oriented professional with over 7 years of extensive experience in Sales, Financial Planning, Marketing Communication, Business Development, Event Management, and Public Relations. Adept at navigating the digital era, showcasing a proven ability to quickly adapt and innovate in diverse work environments. Possess a solid academic foundation with a Bachelor's Degree in Management Economics and a strong passion for creating impactful strategies and building meaningful relationships.

Key Skills:

- Strategic Planning & Coordination
- Graphic Design & Visual Communication
- Relationship Building & Stakeholder Engagement
- Event Management & Team Leadership
- Public Speaking & Presentation
- Business Development & Growth Strategies
- Web Deployment & Content Management
- Digital Analysis & Campaign Optimization

Languages

- **Bahasa Indonesia:** Native (Advanced)
- **English:** Intermediate (Actively improving proficiency)

Passions:

- Graphic Design & Creative Writing
 - Music Composition
 - Continuous Learning & Knowledge Exploration
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Professional Experience

RedDoorz Indonesia — Business Development Manager

October 2023 – December 2023

- Successfully onboarded 3 new hotel partners in Southern Sumatra while initiating negotiations for 4 additional hotels outside the region.
- Implemented a robust digital advertising strategy using targeted email campaigns and WhatsApp blasts, significantly increasing owner interest and inquiries.
- Achieved measurable growth in GMV by providing strategic consultations to hotel owners and improving operational efficiency.
- Adapted quickly to RedDoorz's fast-paced environment, delivering impactful results within a short tenure while transitioning to focus on political aspirations.

Shopee Indonesia — Key Account Manager (Shopee Food & Shopee Pay)

November 2021 – December 2022

- Planned, controlled, and coordinated sales and marketing efforts to meet and exceed sales targets in Southern Sumatra (Palembang-Lampung).
- Analyzed and developed marketing strategies that significantly increased customer base and service uptake.
- Navigated organizational restructuring due to international geopolitical challenges, contributing to team resilience amidst divisional changes.

Lummo Shop — Senior Business Development Executive

September 2021 – November 2021

- Drove market penetration by acquiring high-end merchant portfolios and implementing product positioning strategies.
- Fostered sales organization growth across South Sumatra, increasing client awareness and driving profitability.

Fiberstar — Account Manager

March 2021 – September 2021

- Designed and executed marketing strategies to boost subscriber numbers and service adoption.
- Elevated brand positioning and client engagement, enhancing market share and profitability.

Whizupp Indonesia – Senior Business Development Executive

August 2020 – November 2020

- Spearheaded brand growth initiatives for "Kecap Sedap" by managing advertisement scripting, talent sourcing, and digital marketing.
- Developed and presented creative strategies that significantly enhanced brand recognition and market penetration.

GOJEK Indonesia

1. **Account Manager** (January 2020 – July 2020)
 - Earned "Best Achievement" in Sumatra (September 2020) for surpassing sales targets and strategic market positioning.
 - Managed mid-to-high merchant portfolios, driving awareness and profitability in Palembang.
2. **Merchant Acquisition Executive** (January 2019 – December 2019)
 - Secured top performance awards for acquiring numerous GoFood partners across Sumatra.

Indosat Ooredoo – Marketing Communication

2017 – 2018

- Oversaw 36 sales teams and 7 merchandising teams, enhancing brand awareness through impactful events and strategic campaigns.
- Efficiently managed a marketing budget of IDR 5–20 million monthly, achieving significant ROI.

BRI Life – Bancassurance Relationship Officer

2016 – 2017

- Delivered personalized financial solutions across multiple locations, including Sarolangun (Jambi) and Prabumulih (South Sumatra).
- Exceeded sales targets by fostering strong client relationships and leveraging bancassurance strategies.

PT. Fatriyal Member Palembang – Account Executive

2015

- Initiated a career in financial brokerage, balancing professional responsibilities with academic commitments.

Education

- **Universitas Palembang**
Bachelor's Degree in Economics (Management)
GPA: 3.25 (Graduated 2015)
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Licenses & Awards

- Certified Marshaller – Balai Pendidikan dan Pelatihan Penerbangan Palembang (Credential ID: 3033/MHS/III/2017)
 - Agency Licensing Certificate – Asosiasi Asuransi Jiwa Indonesia (AAJI) (Credential ID: 14536508)
 - Top Sales Sumatra – Gojek Sales Achievement Award (July-August 2019)
 - Finalist, Coaching Hackathon Indonesia PASTI BISA by East Ventures (December 2022)
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Projects

1. **MyTalent App** – A digital platform for talent scouting, event project management, and agency coordination. | 2022
2. **OkuLine App** – A regional-focused online ride-hailing service catering to underrepresented markets. | 2023
3. **Berjaya Container** – A comprehensive container solution platform offering office, cafe, mess, and villa container designs. | 2024
Website: www.berjayacontainer.com
4. **Almogram** – An agency connecting Indonesian furniture to global markets.
Website: www.almogram.com | 2024
5. **IMBC Website** – A collaborative platform for entrepreneurs to access global markets via the IMBC foundation. | 2024
Website: www.imbc.website
6. **ElevatorVisual** – A digital agency dedicated to elevating brands to the next level through innovative strategies and creative execution. | 2024
Website: www.elevatorvisual.com