





## CONTACT ME AT

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 Bani Aji Pratama

 Address: Jl. Manggis, Jakarta Barat

## SKILLS SUMMARY

- Administrative
- Project Management
- Presentation
- Data Visualization
- Data Analysis
- Process Improvement
- Microsoft Office
- Tableau
- Python

## AWARDS RECEIVED

-  First Place Category Graduated Adira Finance Leadership Development Program Batch 7

# BANI AJI PRATAMA

I'm 25 years old and I graduated from the MT program at Adira Finance by achieving first place category. And now I work as a Marketing Analyst at Astrido Group, which has responsibilities as administration, business development, and operations in the Marketing Department.

## WORK EXPERIENCE

### Marketing Anlyst

Astrido Group | Feb 2020 - present

Marketing Departement at Astrido Jaya Mobilindo have responsibilities to create marketing program to support sales and after sales operation and maintain marketing activity at all branch of Astrido Outlet.

### Head of Keday Support (Community Development)

Adira Finance | Jan 2017 - Jan 2020

Community Development at ADIRA FINANCE have responsibilities to maintain and development sales channel of Adira Finance which called KEDAY (Kemitraan Berdaya), who have the main function to sell products of Adira Finance. And I'm employed as Section Head at this division with job desk as business development and data analyst.

### Management Trainee Adira Finance

Adira Finance | Jul 2016 - Jan 2018

I entered into this company through the MT Program, which is called Adira Leadership Development Program. The program was trained with professionals to master the basic business cycle in Adira Finance. Received professional leadership training, outbond, on the job training phase, and also presentation skills.

## EDUCATIONAL HISTORY

### Widyatama University, Bandung

Bachelor of Accounting | Sept 2012 - Dec 2015

GPA: 3.58

## COURSE

### Hacktiv8, Jakarta

Intro to Python for Data Science | Mar 2020 - May 2020

### Iykra, Jakarta

Bring Your Visualization to Life (Tableau) | Mar 2020

## PROJECT

### **Ad1gate Keday (keday.adira.co.id)**

Ad1gate Keday is a system used by Keday to make referral orders to Adira Finance. Keday inputs customer data which will later be connected to the Adira Finance system.

### **Incentive System Scheme for Keday**

If customers that referred by Keday have successfully approved by Adira Finance, then Keday will get an incentive from Adira Finance. Keday incentive consists of a variable sales and payments, which means that in addition to getting the incentives of sales, they can also get an incentive from quality of customer installment payments.

### **Digital Learning Apps for Keday**

Adira Finance have more than 2000 Keday throughout Indonesia, and it is very difficult to provide equal education to all Keday in Indonesia. So we made Digital Learning Apps to facilitate all Keday to learning about the business with Adira Finance from their smartphone.

### **Lead Management System Astrido**

Covid 19 has a significant impact on the automotive industry, where exhibitions and offline marketing activities are not possible, therefore the Marketing Department created a Lead Management System to assist sales through online prospecting databases.

## ORGANIZATION EXPERIENCE

### **Gerakan Husnuzhon**

Vice Chairman | Sept 2015 - Jun 2016

Da'wah Community

### **Keluarga Mahasiswa Islam Universitas Widyatama**

Chairman | Mei 2014 - Apr 2015

Da'wah Community

## CONTACT REFERENCE

### **Andy Kurniawan**

Vice President of Adira Finance

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