

## R M Arief Sulaimansyah

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### PROFESSIONAL SUMMARY

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A versatile and multi-experienced person with over 10 years' on diverse background, ranging from hospitality industry to sales & business management and digital marketing. Diplomatic, personable and adept at managing sensitive situations. Strong in leadership, excellent written and verbal communication skills including presentation and negotiation skills.

### EXPERIENCE

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#### PT Atma Adhisarana Teknologi

Account Executive

**Bandung, Indonesia**

Mar 2022 – current

- Developed and cultivated lucrative relationships with both new and existing clients through effective communication and exemplary interpersonal skills.
- Develop new and fresh strategies to respond to high-volume client concerns and meet budget guidelines.

#### PT Graha Layar Prima (CGV\* Cinemas Indonesia)

Cinema Operation Duty Manager

**Karawang, Bandung, Indonesia**

Jul 2017 – Feb 2022

- Identify business practice and build up strategic initiatives to achieve company goals and maximize profit.
- Minimize financial and operational losses and risks to the business by ensuring financial systems and controls as well as managing allocated budget.
- As an on site general affair for the company.
- Implement and execute marketing programs, promotions and advertising campaigns, and event coordinator based on region's local area marketing.
- Respond efficiently and effectively to customer feedback to ensure prompt resolution of issues.

#### Sekolah Tinggi Pariwisata Bandung

Student Internship Program Officer (Student Internship Unit) Mar 2014 – Mar 2016

**Bandung, Indonesia**

- Assist, coordinates and monitoring student internship program.
- Builds and maintains mutually beneficial relationships with the partner industries (Hotels, Travel Agents, Restaurant).
- Design effective budget for the student internship programs.

#### PT Artaboga Neemasa Semitra (Bagel & Friends Restaurant)

Food Product Developer

**Jakarta, Indonesia**

Jan 2012 – Aug 2012

#### PT Talkindo Selaksa Anugrah (BreadTalk Indonesia)

Store Supervisor

**Jakarta, Bandung, Cirebon, Indonesia**

Jul 2010 – Dec 2012

### EDUCATION

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#### Sekolah Tinggi Pariwisata Bandung

Bachelor of Hotel Administration (GPA: 3.35/4.00)

**Jul 2012 – Nov 2013**

#### Sekolah Tinggi Pariwisata Bandung

Diploma of Bakery and Pastry Production Management (GPA: 2.88/4.00)

**Jul 2006 – Nov 2009**

### CERTIFICATIONS, SKILLS & LANGUAGES

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- **Certifications:** Pembinaan Disiplin dan Sikap Profesi – Sekolah Tinggi Pariwisata Bandung (2006), Bakery & Pastry Dept. Trainee – Bintan Lagoon Resort (2008), Professional Skill Development – Sekolah Tinggi Pariwisata Bandung (2008), MURI Record: The Longest Cheese Roll Cake in Indonesia – PT Fonterra Brands Indonesia (2009).
- **Skills:** Interpersonal Skills, Team Leadership, Critical Thinking and Problem Solving, Event Management, Hiring Skills, Administrative Skills, Budgeting Skills, Strategic Planning, Business Improvement and F&B Product Knowledge.
- **Languages:** English (fluent), Indonesia (native).
- **Computer:** Microsoft Office, Google Workspace, Meta Business Suite, Carrd, Canva.
- **Course:** Full Stack Digital Marketing at BelajarLagi (2022).