



Anggun Rangga Wardhana

Padang, Indonesia • <https://www.linkedin.com/in/ranggawardhana/>
• +62-812-7297-5575 • ranggawardhana073@gmail.com

WORK EXPERIENCE

Koperasi Telkomsel (KISEL)

Direct Sales Manager

Jan 2020 – Present

- Formulate marketing strategies that include preparation of sales plans, product preference, pricing, payment system, reward/commission for the sales / agent
- Coordinate with Telkomsel & Sales force in approach process to existing and potential customers, in order to ensure optimal achievement of revenue
- Define and develop design concept of each project based on market demand and trend e.g: align with Technical Planning in working together with the design

Gojek Indonesia

Business Development Executive

Jul 2019 – Dec 2020

- Plan and execute Transport & Food (GoRide/GoCar/GoCar-L/Go-Food) related demand and promotional campaigns to drive business growth in terms of active users and transactions.
- Develop new demand or promotional levers for Transport by initiating and executing marketing experiments using statistical techniques.
- Gather information or data from internal and external sources, interpret and analyze those data to support data-driven marketing plans and decisions to meet the business objectives.
- Maintain accurate budget forecast for Transport Marketing promotional activities based on market dynamics and campaign plans.

Operations Supervisor

Jan 2019 - Jun 2019

- Accountable for day-to-day Operations (Motorcycle driver-based service and Car driver-based service), including : Driver Acquisition Management (Outreach, Recruitment and Onboarding) and Driver Engagement Management (Loyalty, Retention and Safety & Performance Training).
- Define, set, and apply strategies from operations perspective during the process to maintain and increase number of High Quality Drivers. Manage service time, driver and customer satisfaction.
- Building and maintaining relationship with local government. Ensuring problem-solving according to agreed process & based on a standard operational procedure.
- Responsible to manage driver's problems based on applied regulations.

EDUCATION

Andalas University Jan 2012 B.S. Economic Development GPA: 3.01/4

Honors: PPA 1-Year Scholarship, Board of BEM FE UNAND

SKILLS & INTERESTS

Languages: Office, Google Suite, Tableau, PowerBI (Most to Least Proficient)

Interests: Football, Photography, Music, Gaming, Travel