

Gugum Gumelar

Business Development, Sales B2B & B2C K12 Edtech

Dedicated K12 Edtech professional with a history of meeting company goals utilizing consistent and organized practices. Skilled in working under pressure and adapting to new situations and challenges to best the organizational sales.

Contact

Address

Jln. Kebon Kacang Jakarta
Pusat, Indonesia 10240

Phone

+628888088123

E-mail

Gugumgumelar92@gmail.com

LinkedIn

<https://bit.ly/gugum92>

Skills

Supervisory expertise

MS Office

Training and Development

Work History

2023-01 – Regional Sales Lead

Current

PT Teman Satu Skolla (Skolla), Jakarta

- Identifying and securing new revenue opportunities and building upon existing relationships.
- Managing field sales team directly helping and directing them to achieve their targets, through which you will achieve your team's target
- Monitor 5 field sales teams in the West Java area
- Visit schools in the West Java area to negotiate and buy study packages
- Meeting and overachieving the given weekly, monthly, and quarterly target in terms of revenue as well as the number of enrollments
- Sales training, making SOP sales, and compiling a sales playbook

Supervisor Salas

2022-04 – 2023-01

PT IQ Edukasi (Colearn), Jakarta

- Identifying and securing new revenue opportunities and building upon existing relationships.
- Managing Sales executives directly helping and directing them to achieve their targets, through which you will achieve your team's target

- Identifying references through the existing customer base to increase the sales pipeline
- Monitor 15 field sales team
- Responsible for communication with learners and parent
- Meeting and overachieving the given weekly, monthly, and quarterly target in terms of revenue as well as the number of enrollments
- Ensuring proper documentation in the CRM

**2021-08 -
2022-03**

Senior Business Development Manager

PT Pinduit Teknologi Indonesia (Pintek), Jakarta

- Performed research to uncover potential target areas, markets, and industries
- Make team budget and ensure the team manager is on target
- Cooperation with the government and the school community
- School acquisition for the team to achieve the target, Negotiated, prepared, and signed contracts with clients
- Coordinated innovative strategies to accomplish marketing objectives and boost long-term profitability
- Performed client research and identified opportunities for account growth, account penetration, and market expansion
- Collaborated with sales and marketing departments to support project rollout

**2020-01 -
2021-08**

Business Development Manager

PT Pinduit Teknologi Indonesia (Pintek), Jakarta

- Planning potential school areas in West Java, Central Java, and East Java
- Acquisition of Schools to use Pintek services
- Fostering a sales team of 9 people to achieve the targets that have been set both daily, weekly, monthly, and yearly

- Taught consultative selling techniques to new and existing staff members to build expertise.
- Coordinated innovative strategies to accomplish marketing objectives and boost long-term profitability
- Generated new business with marketing initiatives and strategic plans

**2017-10 -
2019-12**

Account Manager

*PT. Ruang Raya Indonesia (Ruangguru),
Sukabumi, Bogor, Depok, Bekasi & Karawang*

- Plan and cover potential K12 Education areas in the Sukabumi, Bogor, Depok, and Karawang areas.
- Get a quality MOU with the school so that the team can conduct counseling at the school
- Supervise a sales team of 7 people to achieve the targets that have been set both daily, weekly, monthly, and yearly
- Reviewed and mitigated discrepancies to increase sales, reduce costs and streamline processes
- Analyzed key competitors to respond to competitive threats
- Developed pipeline to monitor sales progress and boost company revenue

**2017-07 -
2017-09**

Education Field Consultant

*PT. Ruang Raya Indonesia (Ruangguru),
Sukabumi, Bogor & Depok*

- Visit all schools in the area, reach the specified target
- Collaborate with schools so that they can make presentations in class or hall
- Make presentations to students, parents, and teachers
- Carried out day-to-day duties accurately and efficiently

- Conducted research, gathered information from multiple sources, and presented results
- Identify student and parent problems, analyze information, and provide solutions to problems
- Created spreadsheets using Microsoft Excel for daily, weekly, and monthly reporting
- Collaborated with team members to achieve target results

Education

2011-08 - **S,Sy: Hukum Ekonomi Syariah**
 2015-09 *STAI Al-Masthuriyah - Sukabumi*

Accomplishments

- The Best Division Nominee Employee Of The Month Award September 2021 PinteK
- The Best Division Nominee Employee Of The Month Award November 2021 PinteK
- The Best Division Nominee Employee Of The Month Award January 2021 PinteK
- as Best Performer in Q1 of B2B WC/PF Squad April 2021 PinteK
- Achieved as the 3rd account Manager for the month of October 2018 Ruangguru
- Achieved as the 3rd account Manager for the month of November 2018 Ruangguru

Certifications

2021-10 Negotiate Skill One GML

2021-11 Sales For B2B & B2C One GML