



ADJANI PRASANNA SULAEMAN

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Jakarta, 12830

Business Administration graduate with a strong interest in leadership, entrepreneurship, and finance. Experienced in both collaborating within teams and taking on leadership roles. A fast learner, open to new opportunities, and comfortable adapting to different environments.

Work Experiences

Mekari - Central Jakarta

Jan 2026 - Present

Business Development - Full-time

Software as a Service (SaaS)

- Conduct outbound prospecting to identify potential clients across various industries
- Initiate communication and build early-stage relationships with prospective clients
- Manage sales pipeline including outreach, demo, and follow-up activities
- Deliver product presentations to demonstrate business value of accounting solutions
- Handle client inquiries and maintain communication throughout the sales process
- Collaborate with internal teams to support sales execution and client onboarding

Gratyo Group - North Jakarta

Apr 2025 - Nov 2025

Business Development - Contract

Practical Business Coaching

- Supported business development operations including sales, marketing, and client engagement activities
- Assisted in lead generation initiatives and coordinated digital marketing campaigns
- Developed reports, dashboards, and presentations to support data-driven decisions
- Collaborated with cross-functional teams to improve outreach effectiveness and lead quality
- Gained exposure to business coaching practices and SME client handling

PT. Kreasi Prima Printing - East Jakarta

Nov 2024 - Mar 2025

Account Executive - Contract

Digital Printing Company

- Managed relationships with 50+ clients, ensuring service satisfaction and retention
- Prepared proposals and negotiated pricing, improving conversion into active projects
- Coordinated with production team to deliver projects on time and meet quality standards
- Monitored project progress and achieved 80% client retention rate
- Identified new business opportunities and contributed to revenue growth
- Provided after-sales support and maintained long-term client relationships

EKONID - (AHK Indonesien) - Central Jakarta

Aug 2024 - Oct 2024

Business Development - Internship

The German-Indonesian Chamber of Industry and Commerce

- Supported market entry projects for 10+ German SMEs entering the Indonesian market
- Conducted market research and identified 20+ potential business partners
- Assisted in business matchmaking events involving 100+ participants
- Promoted European trade fairs, increasing participation by 30%
- Coordinated with stakeholders and supported international business projects

PT. Kreasi Prima Printing - East Jakarta

Oct 2023 - Jul 2024

Management & Consulting Service - Internship

Digital Printing Company

- Assisted in the creation of 10+ business proposals and presentations, participated in 15+ client meetings, documented discussion outcomes in detailed reports, and provided data-driven recommendations to support business decision-making
- Developed 10+ marketing materials, analyzed marketing campaign effectiveness, and provided strategic recommendations to enhance conversion rates and customer engagement
- Supported quality control by conducting 50+ product inspections, responding to client inquiries, and coordinating with 5+ internal departments to ensure project objectives were met

PT. PLN Nusantara Power Indonesia - North Jakarta

Nov 2022 - Jan 2023

Human Resources Development - Internship

Power Generation Company

- Managed training and certification database for 150+ employees

- Monitored training progress of 500+ staff to ensure compliance
- Led execution of employee engagement programs to improve morale
- Conducted data analysis on compensation and training effectiveness

Bakawan (Barang Kayu Cantik Nan Rupawan) - South Jakarta

Jan 2022 - Dec 2022

Business Owner, Founder & Business Manager - Self-employed

Eco-Friendly Bags Made from Wood Powder

- Founded and managed Bakawan, an eco-friendly bag business made from wood powder, overseeing product development, marketing, sales, customer service, and financial management
- Led a team of 5 employees, fostering a productive work culture and establishing strategic relationships with customers, suppliers, and stakeholders to support business growth
- Developed and implemented marketing strategies to enhance brand awareness and expand the customer base through digital and offline campaigns
- Introduced innovative designs and sustainable materials, driving product diversification and expanding market opportunities

Education Level

University of Indonesia - Depok

Aug 2019 - Sep 2023

Bachelor of Business Administration, 3.55/4.00

- Bachelor Thesis: Analysis of the Implementation of Open Innovation at PT Grab Indonesia in South Jakarta

Organizational Experience

Badan Eksekutif Mahasiswa - University of Indonesia (BEM UI) - Depok

Aug 2019 - Aug 2022

Community Service

The Student Executive Organization of University of Indonesia

- Led community service programs focused on education, health, and environmental initiatives
- Collaborated with NGOs, government institutions, and external partners
- Organized volunteer activities and community empowerment programs
- Developed strategies and conducted program evaluations to ensure impact

Faculty of Administrative Sciences - University of Indonesia - Depok






Nov 2019 - Nov 2022

Event Staff

The Faculty of Administrative Sciences at University of Indonesia

- Organized academic and non-academic events including seminars and workshops
- Managed event logistics and coordinated with internal and external stakeholders
- Led volunteer coordination and ensured smooth event execution
- Supported event promotion and post-event evaluation reporting

Skills, Achievements & Other Experience

- **Hard Skills:** Microsoft Office (Excel, Word and PowerPoint), Google Workspace (Spreadsheets, Docs and Slides), Tableau, Power BI, SPSS and Canva
- **Soft Skills:** Leadership, Public Speaking, Problem Solving, Critical Thinking, Teamworking, Decision Making, Time Management
- **Languages:** Fluent In Bahasa; Conversational Proficiency in English
- **Certificate in Microsoft Excel by Excelmaster  (2025):** Presenting advanced Microsoft Excel formulas and functions
- **Certificate of Completion Leadership Program by PT Nestlé Indonesia  (2024):** Lifelong learning sharpen skills, expands perspective, And is necessary for fulfilling personal and professional aspirations
- **Certificate of Shipping Training Under The Umbrella of The FUTURE GREEN MARITIME SERIES by the dti (Department of Trade and Industry: Republic of South Africa)  (2024):** South Africa's Maritime Economy (local inputs) Shipping and Climate Change: Ambitions & Regulations
- **Certificate of PtX. Shipping Training by the International PtX Hub, The Energy and Resources Institute (TERI) and the National Centre of Excellence for Green Port & Shipping (NCoEGPS) by Embassy of Denmark in Indonesia and ASEAN  (2024):** Renewable PtX Basic Briefing Module 1: Shipping and Climate Change Module 2: Technologies and Fuels
- **Certificate of Power-to-X by Federal Ministry for Economic Affairs and Climate Action  (2024):** Module 5: Markets for Renewable PtX and Module 6: Sustainability Criteria for Renewable PtX