

Danita Maheswari

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EDUCATION

JAKARTA BUSINESS SCHOOL

Jakarta, Indonesia

BBA, GPA 3.67/4.00 (cum laude, top 10% students)

2015

- Activities: Vice Chair of "National Jazz Festival" festival (hosted 30 local & international artists, 20K+ audiences), Teaching Assistant for MGT-551 Marketing Management

PROFESSIONAL EXPERIENCES

KARIRLAB AND CO

Jakarta, Indonesia

Sales Account Manager

May 2020 - Present

- Performed valuation analysis on over 150 accounts and secured an average of 10 new customers yearly with a 30% increase in revenue today.
- Solicited quote opportunities for over 30 "key" manufacturing principals; exceeding their sales expectations by 25% annually.
- Gained two principal accounts with more than \$750,000 in sales profit in 2020.

GROW TOGETHER INC

Jakarta, Indonesia

Advertising Consultant (2019-2020)

Jan 2016 - May 2020

- Ranked in the top 5% sales producers among a regional team of over 250 representatives in 2016.
- Promoted and expanded the company's thought leadership capabilities, integrated marketing programs, and digital advertising that showed a 52% increase in engagement.
- Generated approximately \$450,000 worth of annual advertising revenues in 2016.

Advertising Coordinator (2012 - 2015)

- Reduced double-booking and error rates by 45%, resulting in a \$10,800 increase in yearly sales by developing a scheduling system to coordinate advertising space availability with Sales, Designers, and the Editorial team.
- Designed advertising campaigns that increased revenue by 35%.
- Oversaw and managed a 1.2 million marketing plan and budget, securing approximately \$350,000 worth of advertising revenues

KARIRSTORE

Jakarta, Indonesia

Store Manager

Apr 2015 - Jan 2016

- Increased internet sales by 60% over 5 months through piloting microsites, as well as consistent training among the sales team.
- Organized a variety of different events, including sales events, showcases, and free seminars with attendees averaging from 150-200, gaining over \$70,000 in direct sales.
- Positively Increased customer experience by 55% over 2015 through community outreach and targeting key consumers.

ADDITIONAL INFORMATION

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- Techniques: Eden Sales Manager, Salesforce, and Oracle Eloqua.
 - Technical Skills / Software: MicroStrategy, Heat Software Goldmine, Yardi, Eclipse IDE, Oracle Hyperion, and Microsoft Azure.
 - Certifications: Sales Account Manager Bootcamp (2016), Passed Resume Worded examinations.