



KEVIN GUSRIANDI

+6285156978083 | kevingusriandi@gmail.com | <https://www.linkedin.com/in/kevin-gusriandi/>

Komp Hankam No.8 Blok M2, RT.8/RW.2, Joglo, Kec. Kembangan, Kota Jakarta Barat, Daerah Khusus Ibukota Jakarta 11640

Kevin are passionate professionals dedicated to the dynamic fields of sales and marketing. With a focus on building meaningful connections and driving results, Kevin thrive on helping businesses grow and succeed in an ever-evolving marketplace. Kevin journey began with a vision to blend creativity with strategy, leveraging innovative approaches to meet client needs. Kevin believe in the power of storytelling, data-driven decisions, and fostering authentic relationships to enhance brand visibility and drive sales.

Whether through digital marketing campaigns, market research, or direct sales strategies, Kevin are committed to delivering exceptional value. Kevin navigate the exciting challenges of sales and marketing, turning opportunities into success stories.

Work Experiences

PT. Sensor Indonesia - Jakarta Barat, Indonesia

Jun 2024 - Present

Retail Account Executive

- Handle sales strategy in PT. Sensor Indonesia. In charge to sell electronic article surveillance (Radio Frequency and Acousto-Magnetic System), CCTV, people counting system, and videotron.

PT. Seven Mountain International - Tangerang Selatan, Banten, Indonesia

Feb 2024 - May 2024

Sales Executive

- Build relationships with new clients and manage relationships with existing customers. Planning and coordinating account activity, generating sales opportunities, and reporting status of accounts on a regular basis. In charge to sell raw material chemical for plastic, such as: Resin, Colorant, Additive, etc.
- Obtained revenue with a total of +500 million from new customers.

PT. Era Cakrawala Indonesia - Bogor, Indonesia

Jul 2022 - Feb 2024

Sales & Marketing staff

- Selling products and services using strong arguments to potential customers. Build, develop, and maintain positive business and customer relationships. Reach prospective customers through cold calling. Coordinate sales strategy with other team members and departments
- Obtained projects with a total value of +5 billion from new customers. Generated +1k followers for the company's LinkedIn page. Obtained a project in the Data Centre and Mining sector located in Borneo, Java, and Batam.

PT. Semen Padang - Padang, Indonesia

Jun 2021 - Aug 2021

Outbond Inventory staff

- Responsible for planning, checking, and reporting on all activities related to cement bag management, such as buffer warehouse management, process recording, documentation of cement distribution, management of bag delivery requests, and monitoring of product availability. Using SAP Software and Microsoft Excel.

Education Level

Sampoerna University - Jakarta, Indonesia

Jul 2019 - Sep 2023

Bachelor of Management Business, 3.12/4.00

- Courses taken: Introduction to Marketing, Introduction to Startup, Introduction to Human Resources, Basic Operations Management, Statistics, Entrepreneurship, Managerial Accounting, Digital Marketing, Organizational Behavior and Management, and Marketing Analytics.
- Activities and societies: Badan Perwakilan Mahasiswa Sampoerna University, Sampoerna Young Investment Club, Sampoerna University E-Sports Club, and Basketball Club.
- Bachelor's Thesis: The Effect of Salesperson's Expertise and Salesperson's Likeability on Repurchase Intention For Rice Sales (Beras Charissa).

University of Arizona - Tucson, Arizona

Jul 2019 - May 2022

Bachelor of Business Administration, 3.12/4.00

- Courses have taken: Introduction to Finance, Real Estate Finance and Investment, Intermediate Accounting for Business Administration Majors, Integrating Business Fundamentals with Ethics and Law in Management, Marketing Analytics for Decision Making, Project Management, Using and Managing Information Systems, and Macroeconomic and Global Institutions and Policy.

Organisational Experience

Student Legislative Board - Sampoerna University - Jakarta, Indonesia

Jul 2020 - May 2021

Member of Commission II

- Responsible for content creation, graphic design, video, website development and design, and other creative matters required for public relations.
- Several activities have been carried out namely: BPM answer (Eps.1 & Eps.2). Aspiration Column. BPM Events. Upcoming SU events.

Sampoerna Young Investment Club - Jakarta, Indonesia

Sep 2019 - Sep 2020

Project Officer

- Responsible for assisting in the planning and implementation of strategic projects or events.
- Acting as the first point of contact for all visitors who join the Sekolah Pasar Modal and StockLab Competition. Maintaining the regulation, security, and safety.

Skills, Achievements & Other Experience

- **Languages:** Indonesia (Native or bilingual proficiency), English (Full professional proficiency), Minangkabau (Native or bilingual proficiency), Mandarin (Beginner).
- **Achievements** (2016): Putera Sampoerna Foundation Scholarship Awardee. This scholarship includes a double degree program between Sampoerna University and the University of Arizona (100% Fully funded).
- **Certifications:** Blue Ocean Start-Up, Accuplacer, DSF 11 - Digital Marketing.
- **Softwares:** Ms. Office, Google Suite, R Studio, Tableau, Power BI, Canva, Vegas Pro, SAP Software
- **Skills:** B2B and B2C Sales Strategy, Digital Marketing, Inventory Management, etc.