

# M. ERWIN TRIANSAH

## MARKETING & CORPORATE COMMUNICATION

JAKARTA, ID | P: +62 812 9185 6952 | WhatsApp: +62 882 8996 6755 | muhamadrwin@gmail.com

### SUMMARY

Results-driven Marketing Communication professional with solid experience in the commercial property industry. Skilled in crafting and executing strategic marketing initiatives to boost brand visibility and tenant engagement. Proven ability to manage tenant relations, coordinate impactful property events, and drive foot traffic through both offline and digital campaigns. Known for a collaborative approach, creative problem-solving, and strong attention to detail in supporting property value and occupancy goals.

### WORK EXPERIENCE

#### Marketing Communication & Tenant Relation Supervisor

##### ***PT. Jakarta Setiabudi Internasional, Tbk – May 2023 to Present***

###### Marketing Communication:

- Successfully designed and implemented marketing plans in alignment with the annual business strategy, achieving a 15% increase in event attendance and promotions engagement.
- Developed and executed comprehensive marketing communication strategies, resulting in a 20% increase in inquiries for office and retail spaces.
- Conducted market research that led to the identification of key market trends, driving a 10% improvement in targeted marketing efforts.
- Effectively managed and monitored content for four Instagram accounts, leading to a 25% growth in followers and a 30% increase in brand awareness.
- Oversee the company's social media presence, which contributed to a 15% increase in tenant acquisition and a 20% retention rate for existing tenants.

###### Tenant Relation:

- Established and maintained strong relationships with tenants, resulting in a 95% tenant satisfaction rate.
- Provided timely reports on leasing activities, occupancy rates, and financial performance, contributing to a 10% increase in overall efficiency.
- Successfully handled and resolved tenant requests and complaints, achieving a 90% resolution rate within 24 hours.
- Organized tenant events and activities, leading to a 15% increase in tenant engagement and community involvement.
- Drafted and reviewed lease agreements with 100% compliance with company policies and legal regulations.
- Prepared the property's quarterly newsletter, contributing to a 10% increase in tenant awareness of property updates and events.



PT Jakarta Setiabudi Internasional Tbk

#### Tenant Relation Executive – May 2022 to May 2023

##### ***Cushman & Wakefield (Sahid Sudirman Center), Jakarta***

- Receive and investigate tenant complaints and apply appropriate policy
- Successfully execute maintain 126 Companies (Tenants) data with 59 floor of the building
- Assist in the handover of the unit from the owner to the tenant and explain the house rules of the building operational
- Monitoring performance of 10 Receptionist Team Member & 2 Tenant Relation Officer
- Prepare monthly reports for Tenant Relation Manager and Property Manager
- Drafting emails and memos announcing company news and initiatives
- Recieve, sorting and managing correspondences of Property Manager
- Arranging meeting appointments and agenda of Property Manager
- Support the Administrative that related to Property Manager to support his duties



CUSHMAN & WAKEFIELD

#### Guest Experience Leader – August 2021 to May 2022

##### ***(ASRI – Agung Sedayu Realestat Indonesia) PIK Avenue Mall, Jakarta***

- Overseeing and assessing customer service staff activities, and providing them with regular performance related feedback.
- Developing key strategies related to Customers with a focus to enhance the service level.
- Plan and conduct Internal training for all Customer Service (Guest Experience Ambassador) team.
- Maintaining documentation pertaining to customer service department activities.
- Monitor and ensure all public Facilities are running well as standard.
- Monitor the execution of PIK Avenue tenant's promotional program and activities
- Successfully increasing 73% satisfaction index through gimmick program Customer Survey
- Create a CSI (Customer Satisfaction Index) report every month through data obtained from visitor surveys and report it to the IBP (Internal Business Process) team as a reference for customer satisfaction quality goals.



**Tenant Relation Officer – December 2020 to April 2021**  
**Colliers International (South Hills Apartment), Jakarta**



- Welcoming guests who come and provide information and direction regarding their visit.
- Able to know all the facilities that company provide for tenant.
- Manage records related to the receptionist and perform simple administrative activities.
- Create a questionnaire to evaluate management performance in accordance with tenant expectations and satisfaction.
- Mediate between tenants and other parties or between management and tenants in solving problems and complaints.
- Receive input information or complaints from tenants to be resolved by management or related dept and directly follow up the complaints.

---

**Front Desk Agent – April 2018 to April 2020**  
**Oasis Amir Hotel, Jakarta**



- Welcoming all guests and assist them with check-in and check-out and maintain a positive attitude and friendly demeanor
- Manage guest bookings and reservations, keep a tidy and orderly workspace
- Assist with administrative and clerical tasks as needed
- Prepare a guest list and prepare a room in each room according to the request ordered.
- Able to processing the payment procedures and methods, whether in cash, debit / credit or collection.
- Understand the correct room status and layout of hotel room plans, room types and hotel rates.
- Able to be a passive salesperson in selling rooms and must know and provide information on all hotel facilities to guests.

---

## EDUCATION

- Mercu Buana University : Public Relation (2020 – 2024), GPA; 3.51
- SMK Negeri 60 Jakarta : Hotel Accomodation (2015 – 2018)  
Graduated as One of The Best Student that gets a perfect score of National Examination in mathematic with score 100.00

---

## ADDITIONAL

### TECHNICAL SKILLS

- |                                       |                              |                          |
|---------------------------------------|------------------------------|--------------------------|
| • Realta Global Sytem (Hotel System), | • Canva,                     | • Adaptable              |
| • CFM System (Facilities Management), | • Microsoft,                 | • Service Oriented       |
| • ASRI Living! (Mall Loyalty Member), | • EDC Using                  | • Fast Learner           |
| • ELYS (Engagement Loyalty System),   | • Content Plannig,           | • Complex Problem Solver |
| • Prime System (Facilites Management) | • Publishing Corporate Media | • Strong Decision Maker  |
| • Sales Force                         | • CapCut                     |                          |
| • IBS/Integrated Business Solution    |                              |                          |

### LANGUAGE

- Indonesia (Native)
- English (Professional)

### PERSONAL DETAILS

- *Date of Birth; September 12th, 1999*
- *Marital Status; Single*
- [www.linkedin.com/in/rwintrian](https://www.linkedin.com/in/rwintrian)

### PORTFOLIO

- [M. Erwin Triansah – Portfolio 2025](#)