

# Leonita Yolanda, S.Mn

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## OBJECTIVE

Graduated from **Universitas Ary Ginanjar** with a background in **Business Management** major and **Human Resources Management** minor with prior work experiences as **Chief Operating Officer, Chief Marketing Officer, Class Manager, Business Development, Head Hunter, Executive Search, Key Opinion Leader, Sales, Administration of Sales, and Campus Ambassador** in major companies. Seeking for Certification Professional Master ESQ Hypnotherapy by BNSP. Able to demonstrate good Professional Consultant ESQ Hypnotherapy skill with extensive leadership management experiences through various activities in university and work experiences while successfully maintain **3.64 GPA** and graduate for only **3.5 years** with **Distinction Praise Predicate**.

## WORK EXPERIENCE

### MEDINA CATERING | PT EBS GLOBAL NUTRISARANA

Jakarta, Indonesia

#### Sales and Admin Sales

June 2022 – December 2023

- Developed and implemented sales strategies that led to a 20% increase in annual revenue.
- Conducted market research to identify and target new business opportunities, resulting in a 15% growth in the client base.
- Prepared and delivered over 50 tailored sales presentations and proposals annually.
- Monitored and analyzed sales performance metrics, achieving or exceeding monthly sales targets by 10% consistently.
- Managed daily customer inquiries, maintaining a 95% satisfaction rate based on client feedback surveys.
- Coordinated with clients to understand and fulfill their specific needs, ensuring 100% customized service delivery.
- Resolved customer complaints efficiently, reducing complaint resolution time by 30%.
- Handled administrative tasks such as scheduling, email correspondence, and document management, improving office efficiency by 25%.
- Maintained accurate records of sales activities, client interactions, and financial transactions, achieving a 99% accuracy rate in documentation.
- Assisted in inventory management, reducing inventory discrepancies by 20%.
- Coordinated with kitchen staff and event planners to ensure seamless service delivery, improving event setup time by 15%.
- Managed invoicing and billing, achieving a 98% on-time payment rate from clients.
- Assisted in planning and coordinating catering services for over 100 events annually, including corporate meetings, weddings, and parties.
- Collaborated with clients to design menus within their budget, achieving a 90% client retention rate.
- Ensured timely and efficient setup, service, and breakdown of catering events, resulting in a 20% increase in event efficiency.
- Increased sales revenue by 20% within the first year through targeted sales strategies and effective client management.
- Expanded the client base by 15%, establishing long-term relationships with new clients.
- Coordinated over 100 successful events annually, receiving positive feedback and repeat business from 90% of clients.
- Streamlined administrative processes, improving overall office efficiency by 25%.

### SHOPEE INTERNATIONAL INDONESIA

Bogor, Indonesia

#### Key Opinion Leader

September 2021 – May 2022

- Conducted research on products, consumers, markets, and competitors every month before the Shopee campaign to create marketing plan and marketing strategies for product promotion, develop exposure, audience awareness, and gain bigger sales.
- Designed and Implemented marketing plans and marketing strategies, sales, marketing communications, advertising, and public relations strategies every month during the Shopee campaign to achieve marketing objectives.
- Created, Maximized, and Controlled the performance of 200+ personalized referral links of products per day by category Fashion, Beauty, Health, Electronics, Home & Living, Food & Beverage Products for product branding.
- Promoted, Reviewed, and Distributed marketing content campaigns with 200+ personalized referral links of products per day that meet Shopee's terms and conditions across social media and targeted audiences, especially on 150000+ subscribers on the Telegram channel to meet sales objectives.
- Evaluated the performance of content campaigns every month after the Shopee campaign with 350+ Shopee Affiliates community members in Bogor in accordance with the commissions offered by Shopee and recorded the proposition of link clicks, the number of orders, to the conversion rate of each advertisement product as a net profit benefit for each advertisement product.

### VIPRO CONSULTING SERVICES

Jakarta, Indonesia

#### Jr. Business Development | Head Hunter | Executive Search

December 2021 – January 2022

- Engaged in personal branding to be known as a Professional Consultant Business Development for positioning and increased visibility and awareness in clients and clients' circle of the network by creating 2 LinkedIn posts per week

related to personal branding, business services, and others.

- Researched, Targeted, and Collected 500+ Local and Multinational Companies by the news, advertisement, job portal, client information, and others in a month and Formulated in a lead pool or database which is then identified and filtered to determine the organization or company prospects to converted as potential clients and businesses with a focus on industries clusters Consumer Good (FMCG, Retail, Fashion, Hospitality), Industrial (Manufacturing, Chemical, Agriculture, Natural Resource), and Logistic (Logistic and Transportation).
- Built, Expanded, Engaged, and Maintained a good new link/network mutual deep relationships with 40+ prospect Clients and Businesses per day Accepted / Connected on LinkedIn with the typical corporate organization by leveling start from Executive-Level Director / C Level, Vice President, General Manager, Senior Manager, Assistant Manager, Supervisor, and with the typical corporate organization by function start from President Director, Financial & Accounting Director, Sales & Marketing Director, Operation Director, Human Resources / Human Capital Director, IT Director, Supply Chain Director, and Production / Manufacturing Director.
- Discovered, Maintained, and Developed Potential Lead's Database / Market / Commercial Awareness in a daily, weekly, and monthly report for qualifying by tracking lead management database with client information, research, and networking.
- Reached Out and Followed Up with 10+ Prospect Clients per day by Direct Message, Direct Mail, E-mail Marketing, and Cold Call for introduced services, gained and identified specific client business and needs for creating and implementing a long-term Business Partnership.

## **INTERNATIONAL MODEL UNITED NATIONS**

Noida, India

### **Business Development | Campus Ambassador**

May 2021 – July 2021

- Led, Guided, and Inspired as a Mentor to a Team and grew a network with 1000+ Interns.
- Reported and Handled the Business Side of things once a week to the Head of the Internship about my work, team, and strategies such as Quarterly Growth, Solving Business Problems, Sales, Customer Acquisition, and Retained Area of Operation.
- Explained, Communicated, and Marketed to 100+ people personally about International Model United Nations Online Conference, Membership, and Olympiads program among peers as well as in various schools and universities in Indonesia and achieved 20 registrations, guided in registration, payment, and all processes of IMUN Online Conference, Membership, and Olympiads until the end.
- Promoted International Model United Nations Conferences, Membership, and Olympiads and how MUNs play an important role in learning different essentials skills like English, Negotiation, Diplomacy, Leadership, Social and Networking, Creative and Analytical Thinking, Problem Solving, Debating, Public Speaking, Research, and Writing Skills.
- Publicized all 6 graphics and captions on social media accounts such as Instagram post and story, Facebook post and story, and WhatsApp story in the 1st week. Publicized 2 graphics and captions on the 2nd, 3rd, 4th, and 5th. Based on Instagram insights, achieved 1630+ accounts reached by 570+ followers and 1060+ non-followers. Based on content type, achieved 1800+ posts were reached and 800+ stories were reached. Achieved impressions of 17530+ accounts. Based on profile activity, achieved 2200+ profile visits and 160+ website taps. Based on content interactions, achieved 240+ accounts interaction by 230+ post interactions and 10+ story interactions. Succeeded as a Top Intern of the Weekly Bonus Task - Best Use of Social Media.

## **ACT CONSULTING INTERNATIONAL**

Jakarta, Indonesia

### **Class Manager**

March 2018 – May 2021

- Created and Conducted reports on Event, Training, Workshop, and Focus Group Discussion (FGD) activities within 3 days on time for 1-2 days per project by converting spoken words or voice recordings into text or writing, using Indonesian grammar according to enhanced spelling, and detail-oriented (no typo) to help transform corporate or organizational culture and find solutions to various challenges in the company or organization about employee relations, corporate culture transformation, strategic workshops, transformational leadership, business transformation, and people development.
- Managed, Arranged, and Supervised the effectiveness of Event, Training, Workshop, and Focus Group Discussion (FGD) activities with a total of 7-130+ employees for 1-2 working days perform various companies or organizations such as Private Companies and State-Owned Enterprises.

## **KITEH INDONESIA**

Jakarta, Indonesia

### **Chief Operating Officer**

October 2019 – August 2020

- Planned, managed, and evaluated the company's production activities and employee productivity in accordance with applicable directives, policies, procedures, regulations, and compliance standards with the aim of ensuring the company has effective and efficient operating procedures.
- Purchased raw materials from suppliers once a week in accordance with the achievement of production and sales 600-750 units per month with the aim of ensuring the availability of raw materials on time when carrying out production activities.
- Purchased the required production equipment once a month and maintained the production equipment once a month with the maximum number of units that must be repaired in case of damage as much as 1 unit per month with the aim

of launching the production process.

- Directed, planned, conducted, controlled, and evaluated production activities carried out 20 times per month in accordance with Standard Operating Procedures (SOP) and production targets with the aim of meeting consumer demand with product quality that is maintained with a maximum number of customer complaints of 2 people per day and the maximum number of defective products are 3 units per day.
- Controlled, supervised, and assessed the performance of each member of the company which is carried out 20 times per month in carrying out the production process with the aim of making the production process more effective and efficient.
- Provided responsive, fast product manufacturing for 3-5 minutes, kind, and friendly to customers before and after the purchase with the aim of increased customer satisfaction.
- Conducted research on products, consumers, and markets at least once a month or at least 3 times per quarter with the aim of made improvements and product developments.

### **Chief Marketing Officer**

October 2019 – August 2020

- Planned, Implemented, and Evaluated the company's product marketing strategy in accordance with its target market to increase sales and create repeat customers.
- Conducted research once a month on products, consumers, and markets to make marketing strategies.
- Designed, Implemented, and Evaluated the concept, product design, and product development 2 times per month to provide and improve as much value as possible to the product development, quality, and value.
- Designed, Implemented, and Evaluated marketing, sales, marketing communications, advertising, and public relations strategies 1 time per week or 4 times per month to achieve marketing objectives.
- Ensured company orders were distributed across channels and to targeted audiences every day or 20 times per month to meet sales objectives.
- Made marketing report 1 time per month and communicated it to the CEO and all business functions to make decisions for each party.

### **EDUCATION**

**Universitas Ary Ginanjar**

South Jakarta, Indonesia

**Bachelor of Business Management, Minor: Human Resources Management**

September 2017 – February 2021

**GPA: 3.64 with Distinction Praise Predicate.**

### **AWARD & HONOR (for more award & honor [www.linkedin.com/in/leonitayolanda/details/honors/](https://www.linkedin.com/in/leonitayolanda/details/honors/))**

- Top Intern of the Weekly Bonus Task - Best Use of Social Media by International Model United Nations, June 2021.
- Graduated for only 3.5 Years with a GPA of 3.64 out of 4.00 with a Distinction Praise Predicate by ESQ Business School, February 2021.
- Full 100% Golden Generation Scholarship Awardee (Full College Tuition Coverage) by DR. (H.C.) Ary Ginanjar Agustian Foundation, September 2017 - February 2021.
- Scholarship Awardee of Bank Syariah Indonesia (BSI) Ex-Bank Syariah Mandiri (BSM), July 2018.

### **PROJECTS**

- Class Manager on Coaching and Mentoring New Training for Trainer by ACT Consulting for PT Astra Honda Motor, April 2021.
- Class Manager on Negotiation Skill: Effective Building Relationship Training by ACT Consulting for PT Brantas Energi, March 2021.
- Class Manager on Meaning of Work Motivation Training by ACT Consulting for Navalry Student of Sailor Training Level I and IV of 2nd Period at the 2nd Section 2021 Big Institution of Education, Refreshment, and Improvement of Sailing Science (BP3IP), February 2021.
- Class Manager on Focus Group Discussion (FGD) about Road to Calender of Culture Event 2020 and Organization Culture Health Index (OCHI) by ACT Consulting for Leaders and Staff of the Company Logistics Affairs Agency Bengkulu Regional Office (BULOG), December 2019.
- Class Manager on Talent Based Coaching Training by ACT Consulting for PT Adhi Karya (Persero) Tbk, April 2019.
- Class Manager on Strengthening Mission, Vision, Values, Meaning (MVVM) for Total Collaboration Training by ACT Consulting for PT Bank Rakyat Indonesia (Persero) Tbk, March 2019.
- Class Manager on Integration of Values of Loyal, Solid, and Spirit in Assigning Training by ACT Consulting for the State Intelligence Agency of the Republic of Indonesia (BIN RI), March 2019.
- Class Manager on Leaders as a Coach Training by ACT Consulting for PT Adhi Karya (Persero) Tbk, January 2019.
- Class Manager on Building a Winning Team Training by ACT Consulting for National Cyber and Crypto Agency of the Republic of Indonesia (BSSN RI), January 2019.
- Class Manager on Focus Group Discussion (FGD) about Road to Calender of Culture Event 2019 and Organization Culture Health Index (OCHI) by ACT Consulting for PT Telekomunikasi Indonesia (Persero) Tbk, December 2018.
- Class Manager on Values Internalization Training by ACT Consulting for PT Indofarma (Persero) Tbk, September 2018.

- Class Manager on Implementation of Program Evaluation Technical Guidance Workshop by ACT Consulting for the National Aeronautics and Space Agency (LAPAN), September 2018.
- Class Manager on Performance Coaching for Leaders Training by ACT Consulting for PT Pertamina Lubricants, August 2018.
- Class Manager on Public Speaking Technical Guidance Training by ACT Consulting for the Directorate General of Culture, Ministry of Education and Culture of the Republic of Indonesia (Ditjenbud and KEMENDIKBUD RI), July 2018.
- Class Manager on Motivation and Explore Your Potential Training by ACT Consulting for PT Bank Rakyat Indonesia (Persero) Tbk, July 2018.
- Class Manager on Character Building and Team Collaboration Training by ACT Consulting for National Search and Rescue Agency (BASARNAS), March 2018

## **CERTIFICATION, TRAINING, SEMINAR, CONFERENCE**

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- Certified Consultant ESQ Hypnotherapy, January 2024
- Certified ESQ Hypnotherapy, January 2024
- Certified ESQ 3.0 Coaching Training, October 2022
- International Forum on Islamic Digital Economy by Central Bank of the Republic of Indonesia, October 2020.
- The 3rd International Colloquium on Interdisciplinary Islamic Studies by Postgraduate School of Syarif Hidayatullah State Islamic University Jakarta, October 2020.
- Certificate of Talent: Focus, Relator, Responsibility, Learner, Maximizer by Gallup, March 2020.
- ESQ Collaboration Booster by ESQ Leadership Center, March 2020.
- Capital Market Education Level 1 & 2 by Indonesia Stock Exchange, February 2020.
- International Conference "BUMN and BUMS in the Hyper Connectivity Era" by BUMN Track, November 2019.
- ESQ Character Building IV – Total Action by ESQ Leadership Center, October 2019.
- ESQ Character Building III – Self Control & Strategic Collaboration by ESQ Leadership Center, February 2019.
- Training for Trainer Indonesia Stock Exchange Investment Gallery by Indo Premier Securities, January 2019.
- ESQ Character Building II – Mission & Character Building by ESQ Leadership Center, September 2018.
- Accurate Accounting Software by CPSSoft, May 2018.
- ESQ Quantum Excellence by ESQ Leadership Center, March 2018.
- Basic Organization Leadership by ESQ Business School, September 2017.
- ESQ Character Building I – Basic 165 by ESQ Leadership Center, September 2017.
- Information & Communication Technology: Microsoft Office (Word, Excel, PowerPoint, Access) & Desain Grafis by SMAN 1 Cileungsi, April 2016.

## **SKILLS**

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Professional ESQ 3.0 Coach | Professional ESQ Hypnotherapy | Professional Consultant ESQ Hypnotherapy | Management | Human Resources | Leadership | Communication | Presentation | Attention to Detail | Critical and Analytical Thinking | Problem-Solving | Decision-Making | Teamwork