



## Ria Purnamasari

Sales Training Manager  
Frontliner & e-Commerce

### • Skill

1. Training design and delivery
2. Motivational for frontliner
3. Initiative
4. Problem Solving

### • Award

1. 2022 – Best SCD Team NSC 2022

## Work Experience

### **Sales Training Manager Frontliner & e-Commerce | 2024 – Present**

- Developing and implementing training programs for frontliners
- Monitoring and evaluating frontliner training programs that has been delivered
- Coordinating with merchandising ops team and agency/external to determine training for frontliners
- Assisting Head of e-Com and stakeholders to alignment the training needs for e-Commerce team

### **Sales Training Manager Digital & e-Commerce | 2020 – 2023**

- Developing and maintaining digital sales training content
- Creating videos as learning tools for sales team and integrating them into the Ruang Kerja Platform
- Assisting Head of e-Com and stakeholders to alignment the training needs for e-Commerce team
- Monitoring and evaluating the completion of training at Ruang Kerja platform

### **Sales Training Specialist | 2016 – 2020**

- Assisting SCD/Trainers/SME from end-to-end process for training programs, such as calculating the required budget, coordinating with procurement for PR/PO process, training materials & tools, vendor payment, etc.
- Maintaining training records and databases for sales team
- Monitoring and evaluating training programs that has been conducted by SCD

### **Secretary Nestle Breakfast Cereal | 2015 – 2016**

- Assisting with administrative tasks as needed
- Organizing and maintaining files
- Planning and scheduling meetings and appointments
- Preparing and editing correspondence, reports, and presentations

## Project

- Merchandising Operational Manager- Frontliner (July 2023 – March 2024)
- Implement Train of Trainer to frontliner (Dec 2024 – Dec 2025)
- Develop Module Effective Supervisory Skill for frontliner (2025)
- Collaboration with Merchandising Operational team to develop JSP for frontliner (2025)