

Portofolio

Chandra Pria Laksmana



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Jakarta, 28 Juni 1981



About Me:

A sociable and open-minded person with an excellent ability to gel-in into diverse environment. Fast learner with strong people skill who enjoys relishing business potential through communication and social engagement. I found my passion for people through servicing and understanding them.

Starting my career in 2004 - 2011 in the field of Sales and Marketing at Pay TV, which also developed the company's business into the realm of Modern Market & Specialty stores.

10 years experience in Marketing with a demonstrated history of working in retail industry. Skilled in Sales Marketing, Business Development, Advertising Promotion both Offline & Online, Marketing Program, Communication, Social Media (SEO/SEM), Visual Merchandiser.

Education:

Universitas Muhammadiyah Yogyakarta (1999 - 2003)

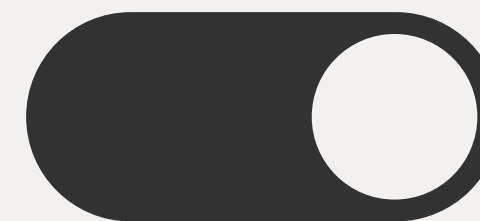
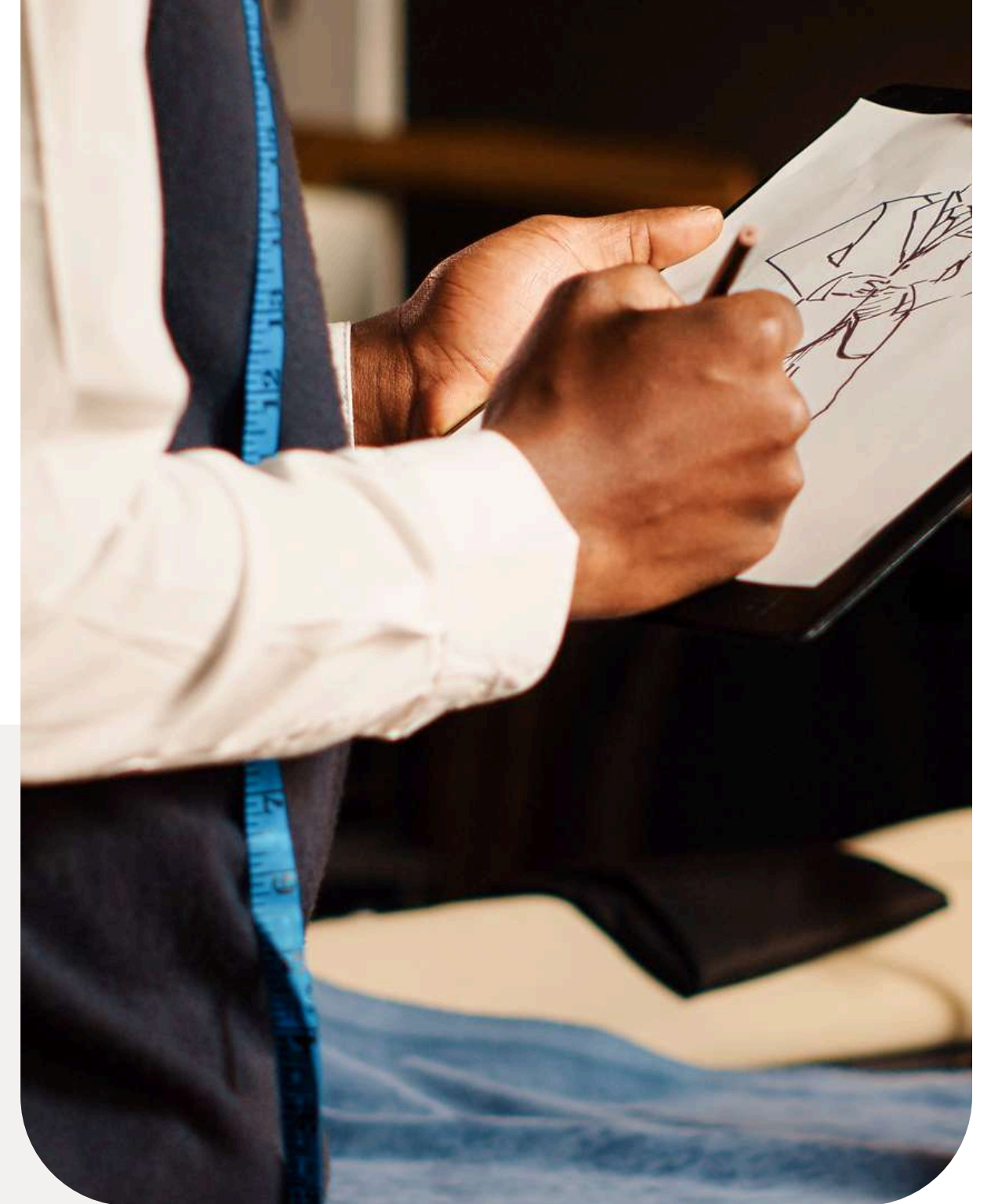
Fak. Sosial Politik - Hubungan Internasional

Penghargaan: Cum laude (3.36 / 4.0)

Lembaga Bahasa - LIA (1996 - 2001)

English Course

Penghargaan: Excellent





Work Experiences



PT. Margaria Group

Head of Marketing (2023 - Present)

Handling all Business Unit Margaria Group including: Margaria Batik, Batik Enom, Al-Fath Muslim, Karita Muslim, Kado Kita, DS Slimming & Skincare, DS Salon & Spa, Jogja Traditional Treatment (JTT), Fawwaz Global Islamic School, HeHa Gift Shop, DeDocvet Clinic.



Experience in Planning & Implementing for Advertising Communication for a year, Digital social media, E-commerce Promotion, Membership.



PT. Ramayana Lestari Sentosa

Head of Marketing - Promotion
(Mar - Jun 2022)



PT. Trans Retail Indonesia

Senior Marketing Manager
(Mar 2019 - Feb 2022)



PT. Panen Lestari Internusa

Marketing Manager - Advertising & Promotion
(Oct 2014 - Feb 2019)



PT. Lotte Shopping Avenue

Assistant Manager Cosmetic & Luxury
(Aug 2012 - Sep 2014)



PT. Matahari Department Store

Assistant Manager Cosmetic
(Aug 2011 - Aug 2012)

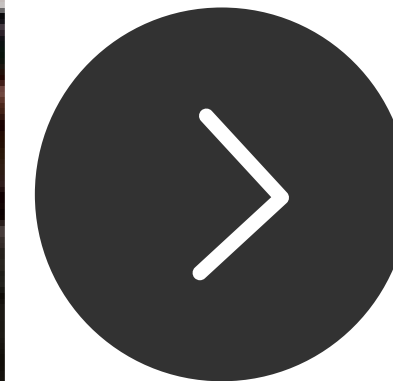
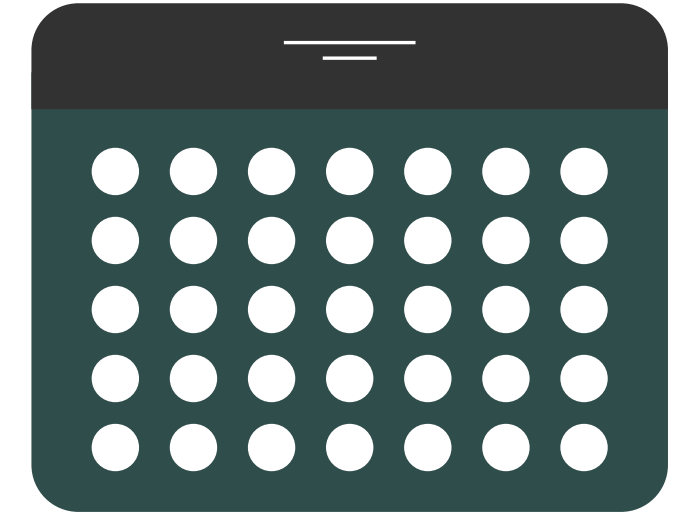


PT. MNC Skyvision

Business Development Head
(May 2004 - Jul 2011)

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Proyek Saya



Project



Re-Branding

Transformasion Annisa to Al-Fath

Brand Refresh Events: *"Annisa Reimagined"*

- In-store Pop-Ups & Community Event: Hosting an exclusive in-store event for Annisa's refreshed identity, featuring new styles and concept. Partner with Local influencers from Millennial demographics to increase reach.
- CRM Experience: Share the transformation process and inspirations through collaboration with GRAB (Ladies Driver), social media, and short video series to let audiences connect with the brand journey.

Berkain Batik

Hari Batik Nasional

To commemorate National Batik Day, Margaria & Enom are collaborating with the youth community "Muda-Mudi Berkain" to celebrate batik and introduce the diverse cultural heritage of Nusantara textiles.





Community

Interest Based Community

Group formed around hobbies, passions or professions

Contact



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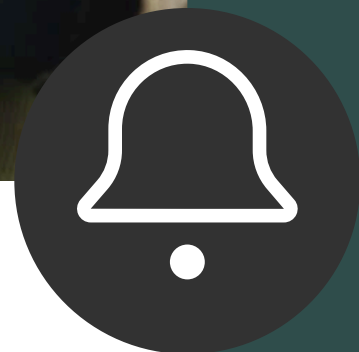


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Thank You.

