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| **Jl. Setia Budi Pasar 2 Komp. Graha Tanjung Sari Blok F No. 20 Medan** | **IMG_20140707_145432-2.jpgMobile : 62-87825825889****E-mail : yessi\_yasiroh@yahoo.com**  |

Yessi Islahyati Yasiroh

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| Personal Data | Place/Date of Birth : Medan, 8 July 1978**Marital Status :** Divorced**Nationality :** Indonesian**Religion :** Moslem |
| Experience | Mar 2011 – Nov 2013 HSBC Indonesia MedanRecovery Officer – Collection Department* Overall day to day management and control of field staff and in-house telephone collection callers. This includes constants performance monitoring and control of out region collection team.
* Ensuring that achievement, performances, and compliance of all subordinates are following standard and target required by the Bank.
* Regularly counseling, appraising, and cross checking activities performed by individual subordinates and their teams, providing proper feedback and control on all subordinates.
* Maintain and observe internal control standards, implement and observe Group Compliance Policy, including the timely implementation of recommendations made by internal/external auditors and external regulators.

May 2009 – Mar 2011 HSBC Indonesia MedanOfficer DCA Recovery Card – Collection Department* Overall monitoring of efficiency & effectiveness agencies team on regular basis and providing feedback to the related team.
* Guiding the team on specific collections related cases to ensure maximum resolution are being implemented in effort to maximize the money collected & recovered.
* Ensuring enrollment and implementation of Collection Strategies are carried out timely and as per plan set and agreed by ASP CCR by building checks and controls to surface irregularities.

June 2007 – April 2009 HSBC Indonesia MedanCredit Officer Consumer Finance* Regularly liaising with verification representative in Headquarter to ensure expected target is achieved.
* Regularly liaising with Regional Credit Manager to ensure expected target is achieved on ocular/phone verification agencies.
* Understanding thoroughly CF Credit Policy & Guideline.
* Regularly communicate with Regional Credit Manager on policy related issues.
* Regularly providing feedback to Regional Credit Manager on the need to adjust policy.
* Ensuring all credit decisions made are according to the most updated policies and guidelines.
* Having the thorough physical/society and market knowledge of the area coverage of the branch.
* Maintaining good communication with all branch team member while at the same time maintain objectivity of credit decision making.

April 2007 – June 2007 PT. Bakrie Telecom, Tbk. MedanSales Support Section Head* Responsible to maintain and monitoring customers’ database.
* Responsible for all reports from all Managers from regions to be generated to submit to General Manager.

2002– April 2007 LAFARGE Cement Indonesia Medan2004 – April 2007 Sales Support & Project * Responsibilities to JDE system for customer master file (the only role).
* Responsible to create and modify good information system regarding customer master file (the only role).
* Updating and developing FOCUS Project (Sarbanes Oxley Act) policy in line to make better SOP in Sales & Marketing Dept as well as documentation.
* Updating, simplify data recording and stored smoothly for Market Survey Report in Marketing Database.
* Assist Sales Manager in preparing Distributorship Agreement by the validation of Legal Dept.
* Sales Support function for Distributor documentation / Distributorship Agreement.
* Guide all Sales Coordinators in all regions in preparing Key Performance Indicator from the customers.
* Responsible for submission data of Key Performance Indicator to Regional Office in KL.
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|  | 2004 (additional job on) Marketing Support (Market Research & Segmentation).* Provide data and necessary material needed to support the marketing team to establish market survey and data analysis.
* Assist Marketing Coordinator in preparing infrastructure and equipments for the market survey implementation.
* Develop good relationship with distribution channel.
* Assist to search potential candidates of consultant.
* Work together with consultant to do preparation and supporting tools to do market survey.
* Conduct administrative work on data analysis.
* Compose the result of data analysis into structured information.

2002 – 2003 Personal Assistant to SVP. Commercial & Logistic (Expatriate).* Provide support in day to day activities.
* Preparing summary of division monthly report for distribution to Group.
* Internal and External Correspondence, arrange appointment, meeting organizer and established filing system.
* Self Management for daily tasks by setting schedule, calendars, planning in assisting Direct Superior.
* Coordination with Direct Superior Subordinated for all daily tasks.
* Assist the Sales & Marketing Team as a team work.

2001-2002 PT. Hamparan Pusaka Deli MedanPersonal Assistant to Managing Director* Provide support in day to day activities.
* Internal and External relationship.
* Correspondence for Export Marketing.
* Assisting Direct Superior for all requirements.
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|  | 2000 PT. Prima Inti Perkasa Medan-BelawanAssistant to Maintenance & Engineering Manager* Provide administrative support in day to day activities.
* Internal Relationship.
* Office administration duties.
* Collecting Report from Direct Superior Subordinates.
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|  | 1997 - 1998 SPIE Batignolles HEPP Project MedanSecretary to Admin & Finance Manager* Provide administrative support in day to day activities.
* Internal Relationship.
* Office administration duties.
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| Education | 2003 STIE Indonesia, Medan Certificated* Bachelor Degree in Economic Management

1997 ATMATERA Buss. Mgt. School, Medan Certificated* Diploma in Secretarial graduated with Cum Laude

1996 SMA T. Kartika 1, Medan Certificated |
| Training/Courses | * 1997, MS. Office Course in Medan, conducted by TRICOM Medan.
* 2000, **“Practical Accounting”** in Medan, conducted by Systematic Commercial Training Centre (SCTC) Singapore.
* Dec 2004, **“JDE for End User (Sales Module)”** in Medan, conducted by LAFARGE Cement Indonesia.
* Sept 2008, **“Collection Overview”** in Jakarta, conducted by HSBC.
* June 2009, **“Collection Training”** in Medan, conducted by HSBC.
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| Strength | * Familiar with JD Edwards System and Sarbanes Oxley Act (SOA).
* English Proficient.
* Familiar with MS Office Software.
* Pleasant Personality.
* Analytical.
* Able to work independently as well as a part of a dynamic team.
* Energetic, outgoing, self motivated and discipline individual.
* Initiatives on own task & request follow up.
* Experience in Marketing and analyze data and administrative works.
* High Integrity.
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| References | * Adhel Cornelis Heysa (Busines Head Indonesia ASSA ABLOY South Asia) 08126089732
* Slamat Riadi (Entrepreneur) 081362471701
* A.S. Puwandren (AVP in HSBC Indonesia) 08163179076
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