**CURRICULUM VITAE**

**Adly Kurniawan Maranov**

**Jalan Raden Saleh, Gang Swadaya RT 01/04 No.55, Karang Tengah, Ciledug, Tangerang**

**Phone Number : +6281283826472 / +6281908881122**

**PERSONAL DETAILS**

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| IMG_0106 Adly MP14037.JPG |

Name : Adly Kurniawan Maranov

Current Address : Jln. Raden Saleh, Gang Swadaya RT 01/04 No. 55

Karang Tengah, Ciledug, Tangerang

Permanent Address : Jln. Titian Batu No. 188, Sungai Rotan

Cupak, Kab. Solok, Sumatera Barat

Phone Number : +6281283826472 / +6281908881122

Email Address : [adly2211@gmail.com](mailto:adly2211@gmail.com)

Place/Date of Birth : Jakarta, November 22nd, 1988

Marital Status : Married

Religion : Moslem

Nationality : Indonesian

Languages : Bahasa Indonesia, English, Malay

**SUMMARY OF QUALIFICATION**

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| * Discipline * Hard worker * Able to communicate in English * Able to work in team * Adaptable (willing to be placed in any challenging places) | * Creative * Analitycal problem solver * Dynamic and self-motivated * Fast learner * Experienced in organization and leadership |

**EDUCATIONAL BACKGROUND**

Bachelor of Business Administration (Hons.), Universiti Utara Malaysia (UUM), Class of 2012

* CGPA: 2.98/4.00

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|  | **SCHOOL** | **YEAR** |
| Senior High School | Sekolah Menengah Atas Negeri 1 Gunung Talang | 2003-2006 |
| Bachelor Degree | Universiti Utara Malaysia | 2008-2012 |

**QUALIFICATION**

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| * Strategic Management * International Business * Management Information System * Business and Professional Communication * International Marketing * Personal Development and Character Building * Computer Application in Management * Financial Management * Research Methodology | * Electronic Marketing * Consumer Behavior * Business Report Writing * Marketing Seminar * Company Law * Managerial Mathematics * Entrepreneurship * Managemnt Ethics * English for Communication |

**COMPUTER SKILLS**

* Microsoft Office ( Ms. Word, Ms. Excel, Ms. Power Point)
* Internet User

**ORGANIZATION EXPERIENCE**

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| **YEAR** | **ACTIVITY** | **ORGANIZATION** |
| November 2011 | Representative for the Dual Degree Program in UUM | Indonesian Student Association UUM |
| October 2010 | Treasurer for Persatuan Pelajar Indonesia (PPI) activity of Unity In Diversity, UUM | Indonesian Student Association UUM |
| August 2010 | Treasurer of PORSENI of ISA UUM | Indonesian Student Association UUM |
| Juli 2010 | Group Leader “Student Orientation” for 2nd Semester 2009/2010 | Indonesian Student Association UUM |
| 2006-2007 | Member of BEM UNP | BEM Universitas Negeri Padang (UNP) |
| 2004 - 2006 | Member of Football Club | Klub Sepak Bola Sekolah Menengah Atas Negeri 1 Gunung Talang |
| 2004 - 2005 | President OSIS | OSIS of Sekolah Menengah Atas Negeri 1 Gunung Talang |

**WORKING EXPERIENCE**

1. ***Markplus, Inc* – Research Analyst (February 2013 - July 2015)**

**Job description :**

* Managing research projects from planning, preparation, to execution
* Project control and monitoring
* Drafting report
* **Areas of expertise:**
* Mystery Shopping and Market Strategy
* New Product Development
* Satisfaction and Loyalty
* Strategic and Financial Management
* Competitive Mapping Research
* **Research experience:**
* Survei TVC dan Tagline Baru Toyota ( Juli 2015 )
* Survei Market Share Toyota Insurance ( April – Juni 2015)
* Survei Awareness konsumen terhadap Launching Event dan Print add New Alphard & Vellfire ( April – Mei 2015)
* Survei Pengukuran Kualitas Layanan Bank Mestika (April – Mei 2015)
* Pengukuran Kepuasan dan Loyalitas Pelanggan Konstruksi PT. PP (Persero) 2014 (Januari – Juni 2015)
* Pengukuran kepuasan dan Loyalitas Pelanggan serta Pengembangan Pasar Perum Peruri (Januari – Maret 2015)
* Riset kuantitatif terhadap nasabah SunLife Finance Indonesia (SLFI) dan CIMB SunLife (CSL) ( April 2015)
* Survei Indeks Kepuasan Satuan Kerja BI All Regional 2014 ( September 2014 – Februari 2015 )
* Observasi retail produk Coca-Cola di Sulawesi Utara (January 2015)
* Measuring Sales and Service Quality Performance Citibank ( October 2014 – February 2015)
* Competitive Mapping Pembiayaan Kredit Mikro Pegadaian ( November 2014 – February 2015
* Competitive Mapping Industry Gadai Emas Pegadaian ( November 2014 – February 2015 )
* Wow Brand 2014 - 2015 Research for Consumer Packaged Goods category Mineral Water, Energy Water, PET Tea, Ice Cream, Biscuit, and Chocolate ( February 2014 – Januari 2015)
* Evaluasi Kinerja Layanan Kantor Cabang ACC (July 2014 – December 2014)
* Evaluasi Kinerja Layanan Kantor Cabang Adira Finance ( October 2014 – February 2014 )
* Indonesian Bank Loyalty Index ( March 2014 – April 2014 )

1. ***PT. Matahari Department Store* – Store Supervisor (March 2013 – January 2014)**

Job description :

* Coordinating and handling sales
* Making plans to achieve sales target
* Coordinating subordinate to achieve target

1. **Coca-Cola Amatil Indonesia – RED Data Supervisor - Market Insight Division (February 2012 – December 2012)**

Job description :

* Ensure in-system availability of all RED Data submitted by Foodstores DSM across Indonesia, in accurate and timely manner
* Collaborate with SM and DSM to ensure RED Data entry business process done as per service level agreement
* Manage RED Data Officers to achieve data entry target
* Summarize and update respective GM and SM on DSM survey success rate every month

1. ***Barang Jualan Jersey Online Shop* – Owner (December 2010 – 2014)**
2. ***Twenty Gold Enterprise. Sdn Bhd* – Administration Staff (March 2010 – August 2010)**
3. ***Zam Photobizz. Sdn Bhd* – Marketing Administration (October 2009 – November 2009)**
4. ***CV. Kubang Eda Sakti* – Logistic Staff (March 2007 – September 2007)**

**WORKSHOPS ATTEND**

* Leadership Talk : Sustainability of Thinking Paradigm towards National Perception Development, organized by Embassy of Indonesia at Kuala Lumpur on February, 11Th 2010
* Ethics Protocol, organized by College Arts and Sciences UUM on August, 6th 2009
* Leadership Gathering Camp, organized by ISA UUM on March, 7th-8th 2009
* Foster Family in at Kedah, Malaysia, organized by International Students of UUM on February 2009
* Indonesian Regional Workshop, Gerakan Anti Tembakau, organized by UNAND-FK
* National Educational Workshop, organized by UNP
* Save Our Health Workshop, organized by UNAND –FK

**REFERENCES**

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| **Arsika Ahmad**  Ex Market Insight Manager  *Coca-Cola Amatil Indonesia*  Phone number: 08121290290 | **Ikhsan Hamzah**  Store Manager  *PT. Matahari Department Store, Tbk*  Phone number: 081317032712 |