**PERSONAL INFORMATION**

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| NameAddressPhoneCellphoneEmailBrith DateNationalityGenderMarital Status | : Maeza Ramadhan: Permata Harjamukti Cirebon ,West Java: -: 0852-94474-387: rmaeza@yahoo.com: 07 April , 1989: Indonesian: Male: Single  |

**PERSONAL PROFILE**

male, single, energetic and healthy. I am  **graduated from Sekolah Tinggi Pariwisata Bali (STP) on 2010 .**I would like to have career to expand my experience.

My personality as a hard worker and fast learner type of person would bring benefit to your company. I will be very appreciated if you could give in opportunity to work in your company.

**CAREER HISTORY**

**E-Commerce Freelance**

September 2013 - Present (9 months)

**E-Commerce Manager at Accor AdvantagePlus**

April 2013 - October 2013 (7 months)

**E-Commerce Manager at Hotel Sentral Management (Group of Hotels & Resorts)**

January 2013 - August 2013 (8 months)

Develop and implement the global strategy for the development and management

of the online business both brand and e commerce.

- Responsible for the development and performance of the online business working

with key people within the organization as well as external 3rd party agencies

working to aggressive growth targets on an annual basis.

- Development and execution of the online marketing activities to drive the business.

Allocation and presentation of merchandise within the e commerce site.

- Budget management including all creative and shooting costs. (Supervising by the

Marketing & Communication Manager).

- Overseeing product offer and merchandising ensuring sales are maximized and

content delivered effectively.

- Ensuring constant update of new technologies and strategies to ensure the brand

remains at the forefront of online with the designer arena.

- Produce revenue, unit and gross profit and operating cost targets annual budget.

- Prepare and execute planning calendar for each season, promotions and mailer

campaigns.

- Set KPI benchmarks from analytics and competitive analysis.

- Operations & analysis

- Ensure website is always operational liaising.

- Regularly review customers’ journey through the site recommending adjustments

with VPO marketing in order to enhance conversion rates.

- Ensure all information copy, product and non product, is current and accurate.

**Operation Manager at Sambolo Beach Resort Anyer**

January 2011 - October 2012 (1 year 10 months)

In conjunction with Resort General Manager, formulate, implement and the drive business operation of Hotel,

through the four core values of:

Customer, Quality, People and Profit.

**Front Desk Supervisor at Grand Tryas Hotel Cirebon**

February 2010 - January 2011 (1 year)

To ensure that all Departments under his supervision are successful and as

independent profit center as possible, ensuring

maximum guest satisfaction

consistent with our hotel standards, through planning, organizing, directing and

controlling all aspects related to the revenues and operating expenses.

**ACADEMIC QUALIFICATIONS**

* Sekolah Tinggi Pariwisata Bali Hospitality Management
* SMA Islam Al Azhar
* SMP 23
* SD APO

**PROFESSIONAL QUALIFICATIONS**

Social Media

Marketing Strategy

Marketing Communications

Marketing

Social Media Marketing

Public Relations

Photoshop

Online Marketing

Management

E-commerce

Resorts

Hospitality Management

Front Office

Hospitality Industry

Revenue Analysis

Food & Beverage

Pre-opening

Hotel Management