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| **Ziyad Abdullah Karamah** Jl. Musholla no.17 rt.rw: 004.09 kel, petukangan utara, Jakarta Selatan, DKI Jakarta, 12260, Jakarta Raya, Indonesia Email:ziyad.karamah@gmail.com Tel: 082299144069(Mobile)  |
|  **Employment History**1. **PT. Perfetti van Melle Indonesia -** *Jun 2013 – Present*

Position Title (Level) : Senior Business Analyst - Sales - Daily reporting and analysis of sales  - Sales and market share trend analysis of Modern Trade accounts  - Incentive tracking, calculation and maintaining the data  - Trade marketing program review - Secondary sales reporting and analysis  - Manage and tracking sales target set by top management - Profitability development on Modern Trade Key Account  - Tracking of primary and secondary sales of new launches along with sellout tracking for key (Gold) launches  - Any others data / analysis help that may be required from time to time1. **Zalora Indonesia – Rocket Internet –** *Dec 2011 – May 2013*

 Position Title (Level) : Business Intelligence Specialist  - Developing and managing the data as well as set of operational definition by key measurement by business - Analyze historical sales to determine optimal product layout on website - Collect, analyze and understand data on customer demographics, preferences, needs, and buying habits to identify potential markets and factors affecting. - Assist in preparing analytics reports for internal and external (investor) use. - Monitor and develop KPIs for all company departments (Buyer, Marketing, Production, Logistic, Customer Service) - Work with multiple departments to provide actionable data and analysis for upper level management  - Seek and provide information to help companies determine their position in the marketplace - Analyzing effective product positioning in the market - Develop monthly sales target based on sales constructions **2. Citibank -** *May 2010 – Dec 2011* Position Title (Level) : MIS – Sales and Marketing Support  - Reporting management: Prepare data, analyzing and distributing report for daily, weekly and monthly card channel business, generate MIS to the regional and Bank Indonesia.  - Developing and maintaining business processes related to the systems, and analyze the data requirements. Prepare the documentation and conduct UAT. - Ensures that the test results are fully adequate and auditable  - Ensure that the operational and financial processes supporting the business are properly monitored and executed and support the process management to meet their control posture targets in a sustainable improving manner - Work with finance team to ensure that proper financial disciplines are in place along Operations and Marketing activities - Provide management information, reports and presentations on operations financial/ business to management team and provide associated services across Operations activities - Undertake any other activities as required by management in relations operational matters  |
|  **Educational Background***Graduation Date: Sep 2010* **Bachelor's Degree of Computer Science/Information Technology** Major : Information Technology Institute/University : Universitas Trisakti, Indonesia CGPA : 3.04*Graduation Date: Mar 2014*  **Master's Degree/Post Graduate Degree of Business Studies/Administration/Management** Major : Management Institute/University : Binus Business School, Indonesia Grade : 3.49 |
|  **Skills** (**Proficiency: Advanced -** Highly experienced; **Intermediate -** Familiar with all the basic functionalities; **Beginner -** Just started using or learning the skill) **Skill Proficiency** --------------------------------------------------------------------------------------------------------- Microsoft office in general Advanced Excel Advanced Communication Skills Advanced Leadership Advanced Team Management Advanced Business Analysis Advanced Business Process Improvement Advanced Strategic Planning and Management Intermediate Presentation Skills Intermediate Google Analytics Intermediate |
|  **Languages** (**Proficiency**: 0=**Poor** - 10=**Excellent**) **Language Spoken Written** ------------------------------------------------------------------------------------- Bahasa Indonesia 8 8 English 7 7 |
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|  **Personal Particulars & Preferences** Date of Birth : 30 Sep 1986 Nationality : Indonesia Gender : Male Marital Status : Married Availability : Immediately after notice period of 1 month(s) |
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