

CITRA YULIA

SUMMARY

Dedicated professional with history of meeting beyond company's expectation utilizing her strong problem-solving skill, excellent leadership, consistency and organized practices.

A result oriented person with excellent personal communication as well as a strategic planner who can work best both in a team as well as independently

Experience

COUNTRY REPRESENTATIVE

ITASA – Malaysia and Spain – (April 2019 – August 2022)

- In depth-market research and analysis in various industries for The Siliconized Release Liner Products
- Formulated go-to-market strategy specifically derived to cater market segmentation and customers need in each particular industries i.e. Shipment industry, Hygiene and Sanitary Napkin Industry, Medical Industry, Label Industry, Construction and Building Industry.
- Composed and executed sales plan to ensure cohesive strategic market development.
- Led product development to ensure the development products meet the details specification in each specific industry.
- **Successfully creating new accounts for prestigious companies** in Shipment Industry and Sanitary Napkin Industries.
- Coordinate end-to-end supply chain of the operation, managed optimal lead time between order placement and delivery with a keen emphasize towards credibility and customers satisfaction.



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PRODUCT MANAGER ASIA PULP & PAPER - INDONESIA


➤ **Product Manager Color Paper Business Unit for Indonesia Mills and China Mills – (2015 -2016)**

Managing the profitability of all Color Paper Business of APP; encompassing production across three paper mills in Indonesia and mills in China

➤ **Product Manager Color Paper Consumer Products - 2016-2017**

- Led the streamlining of product grades per machine in order to enhance total efficiency and to drive manufacturing cost optimization toward global best standard in the industry.
- Successfully led sales execution around the world and **boosted sales volume as well as revenue by almost 25% from year 2016 to 2017.**

➤ **Product Manager of Color Paper and Stationery Division - 2018**

- Led development project for Pricing Control by system with IT Dept and other related parties
 - Coordinated and led execution of sales and marketing plan across the mills both local and export sales
 - Successfully **hit higher sales volume as well as FOB Pricing and EBITDA for Stationery** in 1st Half YTD 2018 vs 2017 same period.
 - Managed to **increase pricing for Color Paper Cut size by almost 25%** in 1st Half 2018 vs 2017.
 - Established goals, policies and work standard to strengthen team performance and boost profitability result.
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SALES AND MARKETING MANAGER

PT INDAH KIAT PULP & PAPER APP – INDONESIA (2012 -2016)

- Effectively managed Mill Sales Team and Branch Offices Sales Force, working collectively and **successfully hit the new record of Sales Volume for PT Indah Kiat Tangerang.**
- Produced and maintain strong report outlining Sales and Marketing Performance, identifying trends and acting upon them appropriately.
- Implemented detailed sales and marketing tactical action plan, detailing key initiatives to drive sales performance.
- Created performance report on sales, customers, purchase awareness and other growth metrics to identify targets met and set up new goals for extended growth.

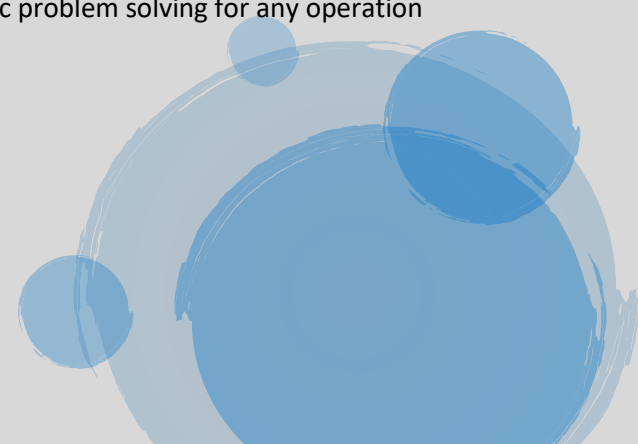
BUSINESS UNIT QURAN

PT INDAH KIAT PULP & PAPER APP – INDONESIA (2012)

- Led development of an on line system for Charity Program of APP CSR with IT Dept and related internal and external parties
- Led strategic partnership with business partners and stake holders i.e. Islamic Organization : Nahdatul Ulama
- Develop an operational plan for the internal and external program.

REGIONAL SALES AND MARKETING MANAGER

ASIA PULP & PAPER – INDONESIA (1999 - 2006)

- Led sales and marketing planning and execution to Branch Offices for multiple products across Mills
 - Coordinated end-to-end supply chain of the operation in each mill and assure best lead time and on time delivery and payment collection for every single order.
 - Led strategic problem solving for any operation issues.
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SKILLS

- Led the new development of new product QURAN PAPER (QPP) and constructed Marketing and Sales Execution for all High End Printing Segment

- **Communication**
- **Contact Negotiating**
- **Leadership**
- **Problem Solving**
- **Sales Strategies**

EDUCATION

Bachelor's Degree International Relations University of Indonesia, Depok

- Best College Student, Faculty of Social & Politic, 1997
- Head of International Relationship Student Association, 1996

TRAINING & COURSES

- Basic Pulp & Courses APP 1998 – **Best Score**
 - ISO 14001 Auditor Training
 - Mastering Selling Technique Workshop – Prasetya Mulya Institute of Management -2000
 - Export Management Workshop by Indonesian Ministry of Industry and Trade, July 2008 – **Best Score**
 - Leadership Course, People Development Course - APP Internal Training and Courses
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ADDITIONAL INFO

- APP Best Employee Nominee 2014
- The 1st Winner APP Project Competition, 2014
- APP Spoke Person for APP CSR Program of Free Waqaf Moslem Holy Books to Needy Society
- Few articles :

1. <https://mix.co.id/marcomm/news-trend/qpp-merek-bahan-baku-al-quran-dari-sinar-mas/>
2. [Asia Pulp and Paper eyes to strengthen exports for Quran paper - Business - The Jakarta Post](#)

