

# MUHAMMAD FARHAN TOMAS

## CLIENTS RELATIONSHIP | E-COMMERCE MARKETING

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Dynamic and creative client relation specialist with a proven track record in orchestrating successful projects. I excel in creating impactful marketing strategies and exceptional customer service that deliver measurable results. Also comes in professional English, Russian, and Indonesian fluency

### AREA OF EXPERTISE

Account Management	Customer Service	Foreign Language
Administrative Support	E-commerce Marketing	Social Media Marketing

### PROFESSIONAL EXPERIENCE

#### Account Executive, PT Omnity Solusi Integrasi

Feb 2023 - Present

- Develop and maintain strong relationships with clients, understand clients needs and goals.
- Regularly provide updates, concerns, and feedback to clients by emails, Whatsapp, and phone.
- Develop and identify new opportunities with new or existing clients and identify areas of improvement to meet sales quotas.
- Collaborate with Presales & Postsales departments to facilitate client need
- Deliver outstanding customer service that inspired constructive feedback leading to an improvement rate of nine out of ten clients expressing high levels of satisfaction
- Resolve clients issues and work with the teams to find solutions to challenges that may arise during the projects
- Provide clients with blooming insights and thoughtful recommendations based on industry knowledge.
- Smashed the contracts and reached agreements with clients, Also make sure terms are favorable for both parties.

#### E-commerce Marketing and Operational Specialist, Toserba 49

Jun 2020 – Jan 2023

- Execute comprehensive marketplace strategies to enhance product visibility, drive sales, and increase market share on Shopee, Tiktok Shop, and Tokopedia
- Create, manage, and optimize product listings with a focus on SEO, compelling content, and high-quality images
- Design and implement effective marketplace advertising campaigns and promotional strategies to boost product visibility and sales
- Analyzed marketplace performance metrics through analytics tools, identifying key trends that informed promotional strategies and increased product visibility which resulted in a 5% rise in conversion rates.
- Coordinated closely with the supply chain team to enhance stock level assessments, resulting in a 30% decrease in excess inventory and improved cash flow management across the organization.
- Address customer inquiries, manage feedback and reviews, and resolve any marketplace related issues
- Conduct analysis and market research
- Execute Ecommerce campaigns on Shopee and Tokopedia
- Deliver outstanding customer service by live chats on E-commerce platforms
- Assist and coordinate with the internal and supply team to resolve clients issues e.g. refunds, returns, lost packages.

## PROJECTS

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### **C-Access Application PT. KCI (Kereta Commuter Indonesia)**

**Jakarta**

Coordinate with the internal and technical team to ensure the project works smoothly, monitor the project, and build good relation with the representative of PT KCI (Kereta Commuter Indonesia, a subsidiary of the Indonesian national railway company PT Kereta Api Indonesia which manages commuter services.

## EDUCATION

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### **Southern Federal University**

**Russian Federation**

Advertising and Public Relations

- Major in Public Relations

## FREELANCE AND VOLUNTEERING

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### **Social Media Marketing, Ifa Yoga and Pilates Studio**

**Remote**

- Develop and execute social media strategies aligned with overall marketing goals
- Create engaging content, including text, images, and videos, for Instagram and Whatsapp Business
- Monitor social media analytics and track performance metrics to measure campaign effectiveness
- Engage with our audience through comments, direct messages, and other interactions
- Perform exceptional customer service
- Stay up-to-date with the latest social media trends and best practices
- Collaborate with internal team for updated schedules, classes, and prices
- Identify and leverage opportunities for social media partnerships and collaborations

### **Embassy of Indonesia in Russia**

**Russian Federation**

RUS-IDN, IDN-RUS Interpreter at Festival Indonesia in Moscow

- Inform and educate guests at the festivals about products from Indonesia
- Ensure smooth direct translations of communications between Russian/English speaking guests with the Indonesian representatives.

## ADDITIONAL INFORMATION

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- **Languages:** English (Bilingual), Indonesian (Bilingual), Russian (B2 Level)
- **Awards/Activities:** Chairman of Indonesian Students in Rostov 2018-2019, a member of English Discussion Club of Rostov 2017, SFEDU Asian-all star Students Futsal Team 2017-2019

## CERTIFICATES

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- **Google Digital Marketing and Social Media Marketing**
- **EF SET English Certificate (C2 Level)**
- **Persuasion and Negotiation Techniques in Marketing Communications by Skillacademy**
- **Test of Russian as Foreign Language (B2 Level)**