

# MUHAMMAD FARHAN TOMAS

## CLIENTS RELATIONSHIP | E-COMMERCE MARKETING

Jl. Medika IIRC, Bogor, Indonesia | farhantomas11@gmail.com | +6285173089042

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

---

### 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

---

### Southern Federal University

Russian Federation

Advertising and Public Relations

- Major in Public Relations

## FREELANCE AND VOLUNTEERING

---

### 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

---

- **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

---

- **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)