

# JESSICA HARSYA AMALIA

PRODUCT MARKETING / BRANDING



## PROFESSIONAL SUMMARY

I am a marketing and branding professional with a proven track record of adapting seamlessly from FMCG industry to new technologies and processes that achieve excellent results.

## SELECTED ACHIEVEMENTS

- Author of 30 Pasporn compilation novel about solo traveling
- Top 10 International Business Case Competition held by UGM, 2014
- Runner Up National Marketing Plan Competition held by Atmajaya University Jakarta, 2013

## FIND ME AT:

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## PROFESSIONAL HISTORY

### The Coca-Cola Company / April 2021 - Present

*Frontline Brand Manager for Coca-Cola Meals, Fanta, Frestea*

Develop local brand strategy & marketing plan elaboration. Communication, media, innovation development - collaboration with functional marketing and commercial team.

- Strategy: category growth
- Communication: brand edge & build passion point to fit with strategy
- Innovation: NPD projects (2nd core flavor, new SKUs), new VIS, seasonal packaging

### Gojek / Nov 2017 - April 2021

*Product Marketing Manager | December 2020 - April 2021*

*Jr. Product Marketing Manager | May 2018 - November 2020*

Establish GoPlay branding and communication from day 0. Set up and lead the marketing team.

**Notable Projects:** App Launch, GoPlay Originals (Gossip Girl Indonesia, Tunnel, BKB), GoPlay Exclusive (Perempuan Tanah Jahanam, Wiro Sableng the Movie), CRM management through Gojek and GoPlay App

*GoPay Marketing Executive | Nov 2017 - May 2018*

- Activate GoPay brand through ATL, BTL, & Digital channel
- Working side by side with other department during pilot phase of new features (**Offline QR Payment Acceptance, third party payment system Integration, strategic partnerships** with McD, Starbucks, Pertamina)
- Manage and supervise Gojek **main on-ground events** that integrated with GoPay (Ismaya - DWP, Culinary Festivals, GoFood Festival, etc)

### Lotte Confectionery / Jan - Nov 2017

*Brand Executive / Xylitol, Choco Pie, novelty gums (Mattel, Pokemon)*

- Manage all of my brands placement in Asia Pacific & Africa
- Plan and supervise the strategic of integrated marketing communication and coordinate with agency and vendors related
- Covers corporate communication events coordination such as media, bloggers, and distribution gathering

### Kantar Millward Brown / Dec 2015 - Aug 2016

*Brand Research Associate / Unilever Homecare Category*

- Handle client's brand health tracking, competitor mapping, and relationship management
- Analyse promotional performance of TVC and online advertising (before & after airing) based on communication quality, spending, awareness and imageries for each brand.

## EDUCATIONAL HISTORY

### Universitas Indonesia

*Bachelor of Marketing Management in Economics Faculty, 2015*

- Head of Marketing RTC UI FM, 2012-2014
- Communication and Information Bureau Officer BEM FEUI, 2012-2013