

# Yuli Sugiarti

Experienced in Business Analysis & Business Development  
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Bogor, West Java, Indonesia

Business Development professional with a Bachelor’s in Agribusiness from IPB University. Experienced in driving revenue growth through B2B/B2C sales, lead generation automation, and strategic partnerships. Proficient in CRM tools, data scraping, and project management platforms. Passionate about leveraging data insights to create impactful growth strategies.

## PROFESSIONAL EXPERIENCE

<b>PT Lintas Teknologi Internasional</b> – Jakarta – Remote	Feb 2021 - Present
Account Manager - Freelance	Oct 2023 - Present
<ul style="list-style-type: none"><li>Conducted outbound marketing research to secure B2B leads in industries such as FMCG, logistics, and construction.</li><li>Established successful B2B partnerships with clients, contributing to company growth and revenue.</li><li>Utilized strong communication and negotiation skills to foster relationships and drive business development.</li></ul>	
Business Development Manager - Full time	May 2021 - April 2023
<ul style="list-style-type: none"><li>Led business development efforts resulting in a 359% revenue increase through B2B partnerships and outbound campaigns.</li><li>Analyzed platform orders trend using SQL and partnered with key companies in agriculture, construction, and FMCG industries.</li><li>Managed end-to-end B2B partnerships, utilized Zoho CRM for lead tracking, and improved platform functionality.</li></ul>	
Business Analyst Intern - Full time	Feb 2021 - April 2021
<ul style="list-style-type: none"><li>Supported in the company’s strategy formulation and business plan development.</li><li>Collaborated with the Business and Technology teams to drive innovative solutions.</li><li>Reported directly to one of the Co-Founders, ensuring alignment with company goals.</li></ul>	
<b>Apple Developer Academy @ Infinite Learning</b> – Batam – Part time – Onsite Learner	March - Dec 2024
<ul style="list-style-type: none"><li>Conducted user research and interviews to identify pain points and translate insights into innovative tech solutions.</li><li>Led usability testing and implemented feedback to enhance user experiences and optimize app functionalities.</li><li>Designed and developed intuitive UI/UX interfaces, improving user engagement and retention.</li><li>Collaborated with cross-functional teams, including developers and designers, to deliver tech solutions aligned with user needs.</li><li>Utilized data analysis and research skills to support decision-making and product development strategies.</li></ul>	
<b>C2 Media</b> – Jakarta – Part time & Freelance – Remote Business Development Specialist	Dec 2023 - Oct 2024
<ul style="list-style-type: none"><li>Conducted outbound marketing activities to generate leads and identify potential clients for the agency.</li><li>Developed and implemented strategies to reach out to prospective clients through various channels, including email and cold calling.</li><li>Set up meetings with potential clients to discuss their needs and present the agency’s services.</li></ul>	

## Education and Certification

- Apple Developer Academy @ Infinite Learning – 2024, Tech, Design and Business
- IPB University – 2016-2020, Agribusiness, with GPA 3.61/4.00
- The Fundamentals of Digital Marketing 2023 – Googe Digital Garage
- Mandarin Chinese for Beginner – 2020 - Coursera

## Key Skills and Recommendation

- Business Development, market research and Business Analysis
- Data Analysis, using Ms Excel
- Programming Language for Business activities support; SQL, Python
- User Research and User Testing
- [Recommendation Letter from PT Lintas Teknologi Internasional](#)