



ALEX FATRISMAN

HOTELIER

A highly effective Sales person & Marketing Communication Strategy & Branding.

Good both in sales strategy, offline and online Marketing.

Have proven track record of developing new business and motivating a team to consistently achieved the target and became trend setter.

Strong in Sales & Marketing and operational.

Pastry Chef experienced and passionate about creating unique, delicious pastries using extensive knowledge of baking sciences and flavors combinations.

Ambitious and highly skilled in pastry both modern and ethnic with strong understanding of flavors profiles.

Pre-opening team management

CONTACT



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Perum Kijang Kencana 3
Jl. Mardhika 3 Blok C No 370
Tanjungpinang - Kepri

LANGUAGE

Bahasa Indonesia
English

EDUCATION

DIPLOMA OF HOTEL
MANAGEMENT

1993 - 1995

BPLP Kasatriyan SOLO - Central Java

CERTIFICATED

2007

Managing people. System & Anticipated
Thinking

PPM Institute of Management - Jakarta

HIGHLIGHTS

- Digital & Social Media Marketing
- Develop communication strategy for Company branding
- Friendly using Digital Marketing Tools like Revinate.
- Strong & good relationships with any market segments
- Identify opportunities for customer preferences
- Able to take responsibility in emergency situation
- Sales Marketing Strategy
- Strong in budgeting, plan and execution
- Strong in operational side
- Speaker and MC
- Can work and communicate effectively with team member at all level
- Managerial skills
- Customers focused
- 3, 4 & 5 stars diamond experiences
- Featured on magazine, newspaper, television, radio
- Judge of pastry competition

PERSONAL DETAILS

Date of Birth : 10 September 1971

Religion : Moslem

176 cm / 78 kg

EXPERIENCES

ASSISTANT DIRECTOR OF SALES & MARKETING , MAY 2019 TO MAY 2020

SALES MARKETING MANAGER, MAY 2018 TO MAY 2019

ASTON TANJUNGPINANG HOTEL & CONFERENCE CENTER

TANJUNGPINANG, KEPULAUAN RIAU

INDONESIA

- Strong and familiar with market segments of Tanjungpinang, Bintan, Batam, Singapore and Malaysia
- Maintain a good relationship with Government, corporates, travel agents and commercial accounts
- Achieved the highest revenue during the hotel established in 2018 & 2019
- Budgeting and business plan
- Identify and develop opportunity new market segment
- Increasing Hotel production and awareness in the mind of customers using offline and online marketing
- Close collaborated with all department and direct report to GM
- Monthly business review & Report with Archipelago International & Trans Hospitality Groups
- Business traveler and join trade shows to build new market production and develop new relation with key accounts

SALES MARKETING MANAGER,

DECEMBER 2017 - MAY 2018

THE SUNSET MANSION GROUPS (SUNSET MANSION, BUGAN VILLAS, D'SAWAH, VILLA UMALAS)

BALI

INDONESIA

- Maintain a good relationships with travel agent and commercial accounts
- Identify and develop opportunity new market segment
- Increasing Hotel production and awareness in the mind of customers using offline and online marketing
- Close collaborated with all department and direct report to GM
- Monthly business review
- Business traveller and join trade shows to build new market production and develop new relation with key accounts

CLUSTER MARKETING COMMUNICATION MANAGER,

FEBRUARY 2017 - NOVEMBER 2017

SWISS-BELHOTEL BATAM (SWISS-BELHOTEL HARBOUR BAY, SWISS-INI BATAM, SWISS-BELINN BATAM,

ZEST HOTEL HARBOUR BAY)

BATAM

INDONESIA

- Increasing room revenue from Hotel social media accounts and direct booking
- Increasing F&B Revenue through online and offline marketing
- Push new market segment through paid advertisement
- Increasing the number of followers and engagement on Hotel social media accounts
- Increasing Hotel products popularity and awareness in the minds of the target customers using offline and online marketing
- Handling 9 Social Media of 4 properties
- Event concept and creator for special occasion (Valentine, Ramadhan, Christmas, New Year etc)
- Closely worked with Media, Influencer and Partnerships

EXPERIENCES

MARKETING COMMUNICATION MANAGER,

APRIL 2016 TO FEB 2017

DA VIENNA BOUTIQUE HOTEL

BATAM

INDONESIA

- Increasing Hotel popularity on Trip Advisor
- Increasing room revenue from Hotel website and direct booking, F&B Revenue and Spa through online and offline marketing
- Push new market segment through paid advertisement
- Increasing the number of followers and engagement on Hotel social media account
- Increasing Hotel products popularity and awareness (FB & Spa) in the minds of the target customer (Local) using offline and online marketing
- Handling Social Media and Hotel Reviews
- Handling and created all yearly occasional events
- Closely worked with Media, Influencer and Partnerships

CLUSTER PASTRY CHEF,

SEPTEMBER 2012 - SEPTEMBER 2015

SWISS-BELHOTEL BATAM (SWISSBEL-HOTEL HARBOUR BAY BATAM,SWISS INN BATAM, SWISSBEL-INN BATAM

BATAM

INDONESIA

- Pre-opening management team
- Created an interesting menus and presentations for breakfast and buffet that made SwissBelhotel Harbour Bay Batam as the best Hotel Breakfast & Buffet in town
- Achieved monthly revenue budget
- Created a well-known signature weekend buffet that become one of Batam's delightful culinary destination
- Created a well-known signature Cake Tapai which is one of the best cake tapai and become a famous oleh-oleh from Swiss-Belhotel Batam
- Create special Mother's Day activity "Mom's pastry Creation" for Kepulauan Riau Province (all the budget event from sponsorship)
- Project & stage manager of Swiss-Belhotel International General Managers Conference
- Chairman & Committee of Hotel anniversary
- Committee of Asian Jazz Festival, Batam
- Created a Ginger house for Christmas promotion that become the biggest ginger house in Sumatera
- Ensure smooth pastry operation by overseeing daily product inventory, purchasing and receiving
- Maintain monthly food cost in line with budget

PASTRY CHEF,

JULY 2011 TO AUGUST 2012

ASTON TANJUNGPINANG HOTEL & CONFERENCE CENTER

TANJUNGPINANG

INDONESIA

- Pre-opening management team
- Implemented and supported Company initiatives and programs
- Set a cake shop and create pastry products that become trending and popular in Tanjungpinang
- Achieved monthly budget revenue

EXPERIENCES

- Regularly developed new recipe in accordance with consumer needs and trends
- Maintain monthly food cost budget
- Ensure smooth pastry operation by overseeing daily product inventory, purchasing and receiving
- Collaborated closely with the Food & Beverage Manager to conduct staff meetings and resolve service, product and personnel issues

PASTRY CHEF,

APRIL 2008 - SEPTEMBER 2010

SARI PAN PACIFIC JAKARTA

JAKARTA

INDONESIA

- Reduced food cost by 32% by expertly estimating purchasing needs and buying through approved suppliers
- Systematically tasted and smelled all prepared dishes, and observed color, texture and garnishes
- Bring the team as "award winning team" at Indonesia Saloon Culinaire and Bali
- Saloon Culinaire
- Company Ambassador
- 3 times awards the breaking records from MURI's for Replica Chocolate for famous Indonesia Group Band "Cokelat", the longest cheese roll at Indonesia Fashion and food festival and 1001 Chocolate Santa's at Plaza Indonesia.
- Judge of pastry competition
- Pastry Speaker, Master of ceremony for Pastry events
- Achieved monthly budget revenue
- Maintain food cost in line with monthly budget
- Public Relation of Indonesia Pastry Alliance, a Indonesia Pastry Chef community base in Jakarta
- Displayed a positive and friendly attitude towards customers and fellow team Members

PASTRY SOUS CHEF,

JUNE 2006 - JUNE 2008

SARI PAN PACIFIC JAKARTA

JAKARTA

INDONESIA

CHEF DE PARTIE PASTRY,

APRIL 2004 - MAY 2006

SARI PAN PACIFIC JAKARTA

JAKARTA

INDONESIA

PASTRY COMMIS,

MAY 2003 - JANUARY 2004

THE JUMEIRAH BEACH HOTEL

DUBAI

UNITED ARAB EMIRATE

PASTRY COMMIS,

DECEMBER 1995 - FEBRUARY 2003

BINTAN LAGOON RESORT

BINTAN, KEPULAUAN RIAU

INDONESIA