Created by:
Syaika Gilang

Business Development
Sales & Marketing
Entrepreneurship
2026

portfolio

2026

THIS PORTFOLIO SERVES AS A REPRESENTATION OF MY SKILLS, PROJECTS, ASSIGNMENTS, AND CREATIVE IDEAS. IT SHOWCASES MY KNOWLEDGE, CAPABILITIES, AND APPROACH TO PROBLEM-SOLVING THROUGH VARIOUS WORKS AND CONCEPTUAL PROJECTS. ALL CONTENT PRESENTED IS INTENDED FOR ILLUSTRATIVE AND PORTFOLIO PURPOSES ONLY AND DOES NOT REPRESENT ACTUAL FACTUAL DATA, VERIFIED BUSINESS RESULTS, OR REAL SALES PERFORMANCE.

Entrepreneurial International Relations graduate (GPA 3.50/4.00) who founded and runs two businesses. A creative agency and a women's bag brand. Has sold more than 75 iPhone as an independent reseller. Hands on experience in pitching and proposal writing, building brand and supplier relationships, market research, digital marketing, and tracking sales and profit. Also skilled in using generative AI tools for research, analysis, and workflow automation. Seeking a Business Development, Sales, or Marketing role where i can turn market insight and relationship into revenue growth

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Location
Pasuruan, East Java, Indonesia

EDUCATION

University of Muhammadiyah Malang Bachelor's Degree in International Relations	2020 - 2024

EXPERIENCE

Co-Founder | Pickle Studio	04.2026 - Present
Co-Founder | Birk & Bill	12.2025 - 04.2026
iPhone Reseller | Self Employed	09.2023 - Present
Intern | Directorate General of Customs & Excise	09.2023 - 11.2023
Project Manager | Humanitarian Project	11.2021 - 01.2022

PUBLICATION

Implementing Authorized Economic Operator Programmes in Emerging Market Customs Administrations	2026
Peran World Food Programme dalam Krisis Pangan Venezuela	2024
Konflik Rusia-Ukraina: Dependensi Ekonomi Jerman Terhadap Gas Rusia	2023

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01.
Business Development & Sales
Pickle Studio

02.
Business Development & Sales
Independent iPhone Reselling

PICKLE;STUDIO

Creative Agency & Production House

ONESELF
EXTRAIT
DE PARFUM
Kahf
Kahf

Business development & sales B2B

01.
Market Scanning

Mapping industries and local businesses that rely on strong visuals to sell

02.
Need & Gap Analysis

Reviewing a prospect's content and brand presence to spot gaps in photo, video, and digital content.

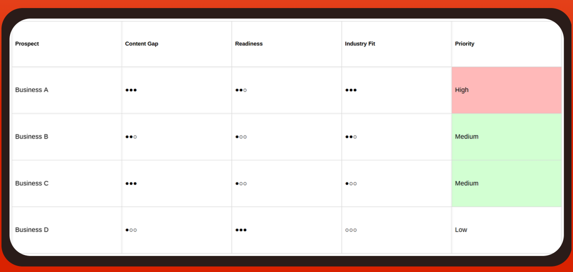
03.
Competitor Check

Understanding what other creative agencies offer, so every pitch is relevant and clearly differentiated.

04.
Opportunity Qualification

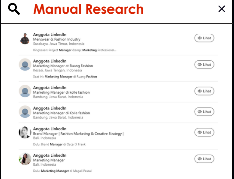
Prioritizing leads by content need, readiness to invest, industry fit, and long-term potential.

Illustrative example:



Prospect	Content Gap	Readiness	Industry Fit	Priority
Business A	●●●	●●○	●●●	High
Business B	●●○	●○○	●●○	Medium
Business C	●●●	●○○	●○○	Medium
Business D	●○○	●●●	○○○	Low

Leads generation database using various tools



Manual Research

Anggota LinkedIn
Menswear & Fashion Industry
Surabaya, Jawa Timur, Indonesia
Ringkasan: Project **Manager** &amp; **Marketing** Professional...

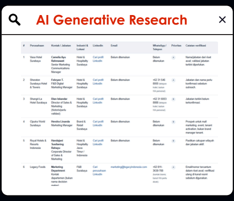
Anggota LinkedIn
Marketing Manager at Ruang Fashion
Kesesi, Jawa Tengah, Indonesia
Saat ini: **Marketing Manager** di Ruang **Fashion**

Anggota LinkedIn
Marketing Manager di kolle fashion
Bandung, Jawa Barat, Indonesia

Anggota LinkedIn
Marketing Manager di Kolle fashion
Bandung, Jawa Barat, Indonesia

Anggota LinkedIn
Brand Manager | Fashion Marketing & Creative Strategy |
Bali, Indonesia
Dulu: Brand **Manager** di Oscar X Frank

Anggota LinkedIn
Marketing Manager
Bali, Indonesia
Dulu: **Marketing Manager** di Magali Pascal



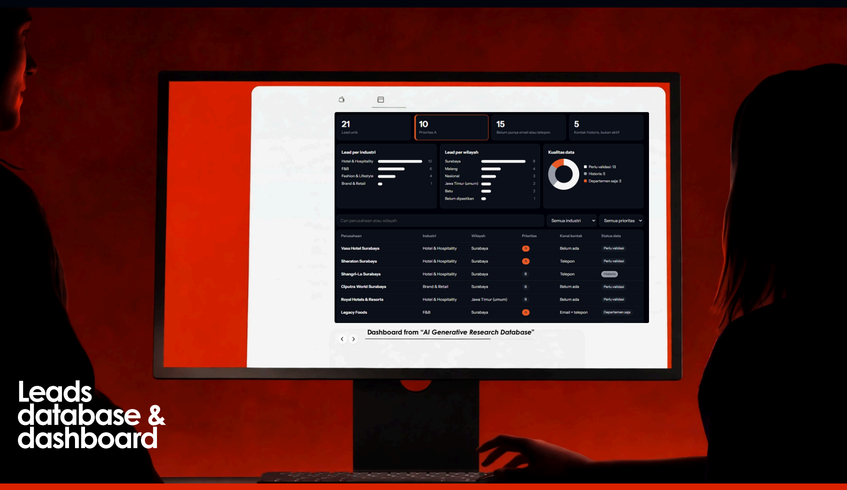
AI Generative Research

#	Perusahaan	Kontak / Jabatan	Industri & Lokasi	LinkedIn	Email	WhatsApp / Telepon	Prioritas	Catatan verifikasi
1	Vasa Hotel Surabaya	**Camelia Ayu Rahmawati** Senior Marketing Communications Manager	Hotel & Hospitality Surabaya	Cari profil LinkedIn	Belum ditemukan	Belum ditemukan	A	Nama/jabatan dari riset awal; validasi jabatan terkini diperlukan.
2	Sheraton Surabaya Hotel & Towers	**Febryan T.** F&B Digital Marketing Manager	Hotel & Hospitality Surabaya	Cari profil LinkedIn	Belum ditemukan	+62 31 546 8000 (telepon hotel, bukan WA personal)	A	Jabatan dan nama perlu konfirmasi sebelum outreach.
3	Shangri-La Hotel Surabaya	**Dian Iskandar** Director of Sales & Marketing (historis/perlu validasi)	Hotel & Hospitality Surabaya	Cari profil LinkedIn	Belum ditemukan	+62 31 6003 8888 (telepon hotel, bukan WA personal)	B	Jabatan terkini belum terkonfirmasi.
4	Ciputra World Surabaya	**Hendra Linanda** Marketing Manager	Brand & Retail Surabaya	Cari profil LinkedIn	Belum ditemukan	Belum ditemukan	B	Prospek untuk mall marketing, event, tenant activation; bukan brand manager tenant.
5	Royal Hotels & Resorts Indonesia	**Handajani Susilaning Rahayu** Corporate Director of Sales & Marketing	Hotel & Hospitality Jawa Timur / Indonesia	Cari profil LinkedIn	Belum ditemukan	Belum ditemukan	B	Pastikan cakupan wilayah dan jabatan aktif.
6	Legacy Foods	**Marketing Department** Kontak departemen (bukan nama decision maker)	F&B Surabaya	Cari perusahaan LinkedIn	marketing@legacyindonesia.com	+62 811-3630-700 (kontak bisnis; kanal WA perlu dicek)	A	Email/nomor tercantum dalam riset awal; verifikasi ulang di kanal resmi sebelum digunakan.

Various Apps

SalesQL

Skrapp



21	10	15	5
Lead unik	Prioritas A	Belum punya email atau telepon	Kontak historis, bukan aktif

Lead per industri

Hotel & Hospitality	10
F&B	6
Fashion & Lifestyle	4
Brand & Retail	1

Lead per wilayah

Surabaya	9
Malang	4
Nasional	3
Jawa Timur (umum)	2
Batu	2
Belum dipastikan	1

Kualitas data

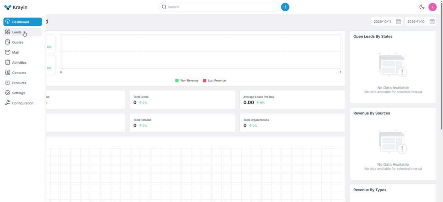
- Perlu validasi: 13
- Historis: 5
- Departemen saja: 3

Perusahaan	Industri	Wilayah	Prioritas	Kanal kontak	Status data
Vasa Hotel Surabaya	Hotel & Hospitality	Surabaya	A	Belum ada	Perlu validasi
Sheraton Surabaya	Hotel & Hospitality	Surabaya	A	Telepon	Perlu validasi
Shangri-La Surabaya	Hotel & Hospitality	Surabaya	B	Telepon	Historis
Ciputra World Surabaya	Brand & Retail	Surabaya	B	Belum ada	Perlu validasi
Royal Hotels & Resorts	Hotel & Hospitality	Jawa Timur (umum)	B	Belum ada	Perlu validasi
Legacy Foods	F&B	Surabaya	A	Email + telepon	Departemen saja

Dashboard from "*AI Generative Research Database*"

Leads database & dashboard

Customer Relationship Management



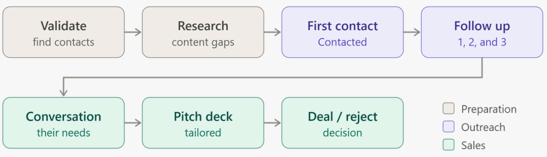
Total Leads 0 ↑ 0%

Average Leads Per Day 0.00 ↑ 0%

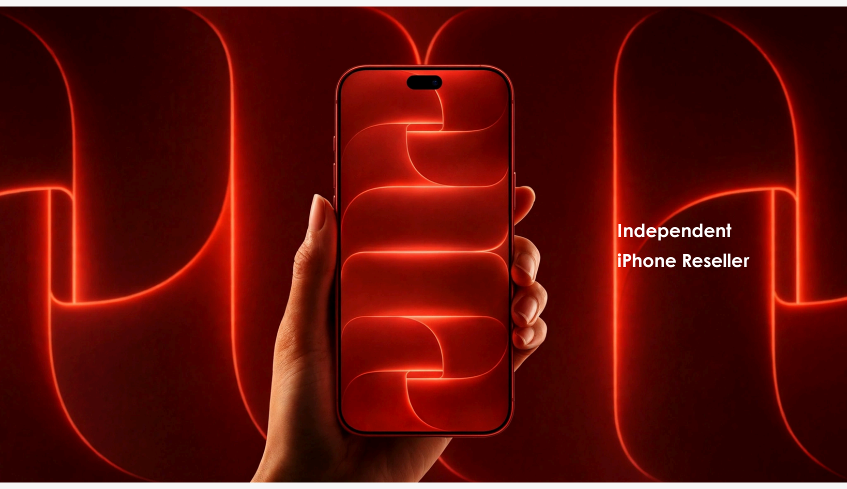
Total Persons 0 ↑ 0%

Total Organizations 0 ↑ 0%

I use Krayin CRM, an open-source Laravel-based platform, to manage the full customer lifecycle in one place: capturing leads, organizing contacts and organizations, tracking deals through a sales pipeline, and logging follow-up activities.



From database to deal, every prospect follows a clear, trackable path.



Independent iPhone Reseller

Business development & sales B2C

01.
Market Scanning

Identifying consumer demand, popular iPhone models, market trends, and purchasing preferences to identify potential sales opportunities.

02.
Need & Gap Analysis

Understanding customer budgets, product preferences, and purchasing priorities to recommend suitable iPhone models and configurations.

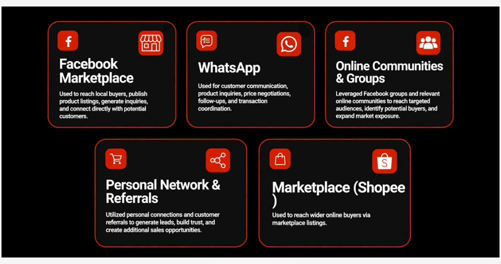
03.
Competitor Check

Monitoring competitor offerings, market prices, product availability, and promotional strategies to maintain competitive pricing and identify sales opportunities.

04.
Opportunity Qualification

Prioritizing potential customers based on purchase intent, budget compatibility, product preferences, and likelihood of conversion.

Channels



Facebook Marketplace

Used to reach local buyers, publish product listings, generate inquiries, and connect directly with potential customers.

WhatsApp

Used for customer communication, product inquiries, price negotiations, follow-ups, and transaction coordination.

Online Communities & Groups

Leveraged Facebook groups and relevant online communities to reach targeted audiences, identify potential buyers, and expand market exposure.

Personal Network & Referrals

Utilized personal connections and customer referrals to generate leads, build trust, and create additional sales opportunities.

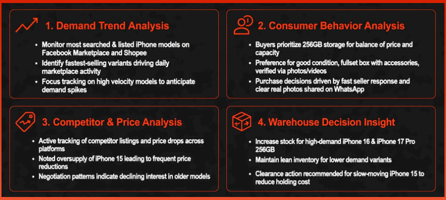
Marketplace (Shopee)

Used to reach wider online buyers via marketplace listings.

Market Analysis

Qualitative Analysis

Study case: iPhone Marketplace Research Warehouse Stock Decision



1. Demand Trend Analysis

- Monitor most searched & listed iPhone models on Facebook Marketplace and Shopee
- Identify fastest-selling variants driving daily marketplace activity
- Focus tracking on high velocity models to anticipate demand spikes

2. Consumer Behavior Analysis

- Buyers prioritize 256GB storage for balance of price and capacity
- Preference for good condition, fullset box with accessories, verified via photos/videos
- Purchase decisions driven by fast seller response and clear real photos shared on WhatsApp

3. Competitor & Price Analysis

- Active tracking of competitor listings and price drops across platforms
- Noted oversupply of iPhone 15 leading to frequent price reductions
- Negotiation patterns indicate declining interest in older models

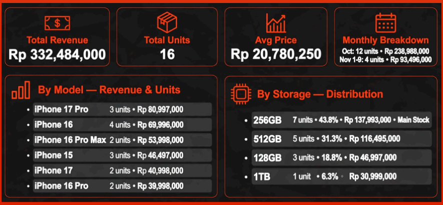
4. Warehouse Decision Insight

- Increase stock for high-demand iPhone 16 & iPhone 17 Pro 256GB
- Maintain lean inventory for lower demand variants
- Clearance action recommended for slow-moving iPhone 15 to reduce holding cost

KEY RECOMMENDATION: Optimize warehouse stock toward 256GB iPhone 16 & iPhone 17 Pro — Reduce iPhone 15 allocation to minimize overstock risk

Quantitative Analysis

Study case: iPhone Marketplace Research Warehouse Stock Decision



Total Revenue
Rp 332,484,000

Total Units
16

Avg Price
Rp 20,780,250

Monthly Breakdown
Oct: 12 units • Rp 238,988,000
Nov 1-9: 4 units • Rp 93,496,000

By Model — Revenue & Units

- iPhone 17 Pro 3 units • Rp 80,997,000
- iPhone 16 4 units • Rp 69,996,000
- iPhone 16 Pro Max 2 units • Rp 53,998,000
- iPhone 15 3 units • Rp 46,497,000
- iPhone 17 2 units • Rp 40,998,000
- iPhone 16 Pro 2 units • Rp 39,998,000

By Storage — Distribution

- 256GB 7 units • 43.8% • Rp 137,993,000 • Main Stock
- 512GB 5 units • 31.3% • Rp 116,495,000
- 128GB 3 units • 18.8% • Rp 46,997,000
- 1TB 1 unit • 6.3% • Rp 30,999,000

KEY INSIGHT: 256GB dominates with 43.8% of sales — iPhone 16 & iPhone 17 Pro are top revenue drivers, supporting focus on 256GB high-demand inventory

The data can be accessed in “Data Penjualan” on Top Right Corner

Hope
We
Can Work
Together !

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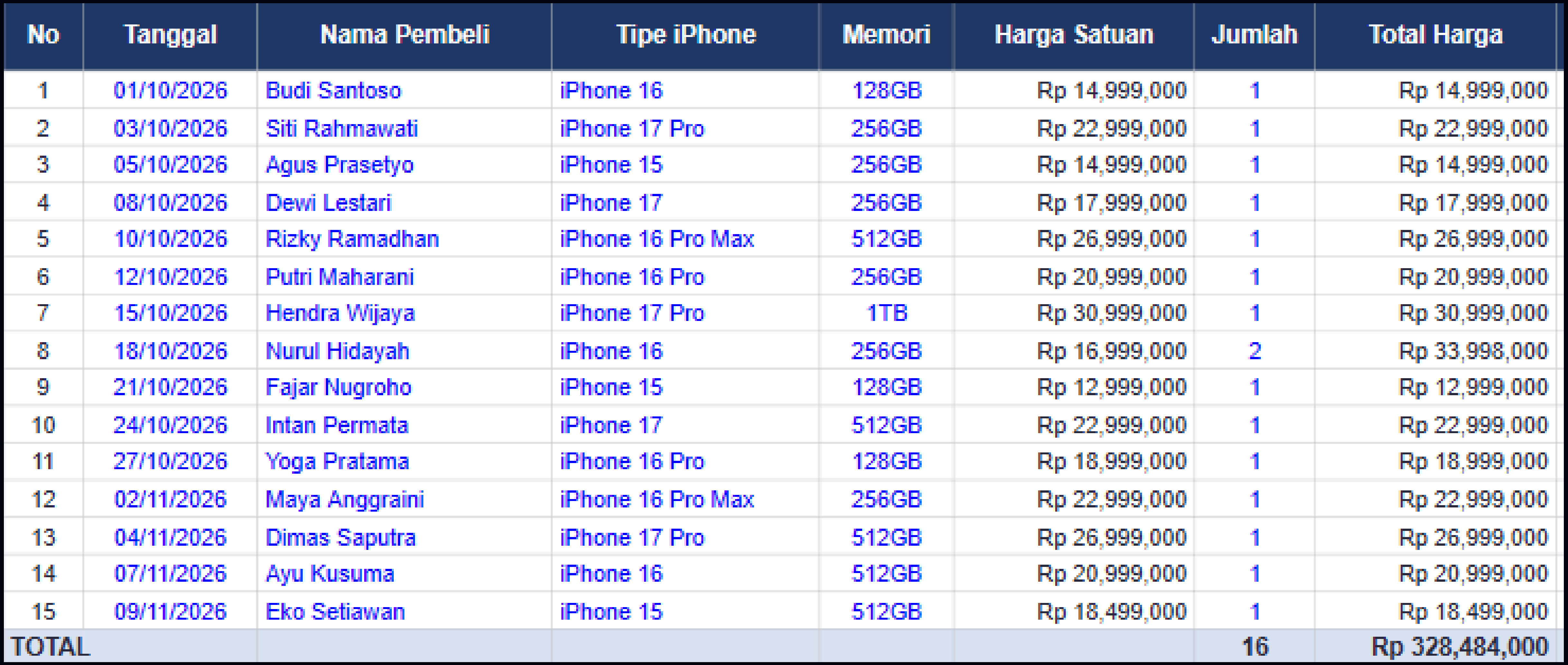
Disclaimer: This data is fictional and created for illustrative purposes only. It does not represent actual iPhone sales figures.



No	Tanggal	Nama Pembeli	Tipe iPhone	Memori	Harga Satuan	Jumlah	Total Harga
1	01/10/2026	Budi Santoso	iPhone 16	128GB	Rp 14,999,000	1	Rp 14,999,000
2	03/10/2026	Siti Rahmawati	iPhone 17 Pro	256GB	Rp 22,999,000	1	Rp 22,999,000
3	05/10/2026	Agus Prasetyo	iPhone 15	256GB	Rp 14,999,000	1	Rp 14,999,000
4	08/10/2026	Dewi Lestari	iPhone 17	256GB	Rp 17,999,000	1	Rp 17,999,000
5	10/10/2026	Rizky Ramadhan	iPhone 16 Pro Max	512GB	Rp 26,999,000	1	Rp 26,999,000
6	12/10/2026	Putri Maharani	iPhone 16 Pro	256GB	Rp 20,999,000	1	Rp 20,999,000
7	15/10/2026	Hendra Wijaya	iPhone 17 Pro	1TB	Rp 30,999,000	1	Rp 30,999,000
8	18/10/2026	Nurul Hidayah	iPhone 16	256GB	Rp 16,999,000	2	Rp 33,998,000
9	21/10/2026	Fajar Nugroho	iPhone 15	128GB	Rp 12,999,000	1	Rp 12,999,000
10	24/10/2026	Intan Permata	iPhone 17	512GB	Rp 22,999,000	1	Rp 22,999,000
11	27/10/2026	Yoga Pratama	iPhone 16 Pro	128GB	Rp 18,999,000	1	Rp 18,999,000
12	02/11/2026	Maya Anggraini	iPhone 16 Pro Max	256GB	Rp 22,999,000	1	Rp 22,999,000
13	04/11/2026	Dimas Saputra	iPhone 17 Pro	512GB	Rp 26,999,000	1	Rp 26,999,000
14	07/11/2026	Ayu Kusuma	iPhone 16	512GB	Rp 20,999,000	1	Rp 20,999,000
15	09/11/2026	Eko Setiawan	iPhone 15	512GB	Rp 18,499,000	1	Rp 18,499,000
TOTAL						16	Rp 328,484,000