

SANRA REFIRA

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Indonesia, April 2nd 1993

Fashion retail and merchandising enthusiast, from customer consultant to brand manager. Worked and networked abroad in Italy and South East Asian countries. Fluent Indonesian and English, intermediate Italian and improving Japanese. Certified INSIDE LVMH, BoF and MasterClass with Anna Wintour.

PROFESSIONAL EXPERIENCE

Customer Care Support Specialist (Italian Speaker)

May. 2022 - Present

Kerry Group | *Selangor, Malaysia*

- **Customer Relation:** Maintained exceptional communication, going above and beyond to accommodate special requests and ensure timely order fulfilment with assigned customers (Southern and Northern Europe). Developed best practices for handling challenging customer interactions through effective communication with cross-functional teams. This led to 98% SLA compliance.
- **Order Management:** Managed order processing for an average of 355 orders per month in multiple languages (Italian, Spanish, German and French) in SAP and Sales Forces, maintaining accurate master data and promptly resolving complaints/discrepancies.
- **Customer Satisfaction:** Transformed raw data into actionable insights from the order form to Salesforce and SAP, resulting in 97% of cases closed within 24 hours and streamlined the SAP data entry process, reducing errors by 90% and saving an average of 2 hours per week for each team member.

Fashion Brand Manager

Dec. 2021 - Feb. 2022

Hypefast | *Jakarta, Indonesia*

- **Marketing Product Development:** Developed and executed comprehensive collection launch activities including fabric selection, design and quality standards.) Using market research data to identify key consumer trends and insights, designed and executed multi-channel offline marketing campaigns that increased brand awareness by 32%, sales by 30% and established two pop-up stores per month.
- **Budgeting and Revenue Management:** Respond to market conditions and customer preferences through real-time price adjustments. Experienced in developing and implementing effective Open To Buy (OTB) strategies to optimise stock levels, maximise sales and minimise out-of-stocks and overstocks. On average, dead stock was reduced by 30-35%. Achieved stable profit and loss. Generated sales of at least Rp 500 million or US\$ 33,400.
- **Team Management:** Provide leadership and management to a team of 5 to 8 people. Maximise individual and team performance by providing clear direction and expectations, coaching and mentoring. Work with cross-functional stakeholders to align team objectives with broader organisational goals and initiatives between the design, operations and eCommerce teams. This has resulted in the launch of new collections on time on a monthly basis.

Client Advisor

Jan. 2021 - April. 2021

LOUIS VUITTON | *Jakarta, Indonesia*

- **Exceptional Sales:** Increased sales of high-end luxury items including [jewellery, exotic leather, watches and hard goods] as well as regular items. Consistently exceeded sales targets and achieved top ranked performance. Generated in excess of \$7580 per transaction per month.
- **Savoir-Faire:** Provided savoir-faire expertise and advice to individuals seeking to enhance their social grace, cultural sensitivity, elegant lifestyle and purchasing choices through the brand's craftsmanship story. This resulted in exceptional sales of approximately \$6000 per day. Customer trust was gained, leading to repeat purchases.
- **Client Relationship:** Maintained and expanded a successful client relationship in the luxury retail sector. Achieved a 10/10 vote rating from clients.

Fashion Brand Manager

Apr. 2016 - Nov. 2018

Triputra Group | *Jakarta, Indonesia*

- **Marketing Product Development:** Established brand identity, distribution plan, segmentation, target and positioning. Forecast (open to buy) for the first 6 months of open to buy sales and volume, with an average gross profit of 50-52%.
- **Budgeting and Revenue Management:** Conducted revenue forecasting and analysis, financial performance analysis and cost monitoring and control through effective budget tracking, expense management and identifying cost saving opportunities without compromising quality or service.
- **Store Expansions:** Within 3 months, 12 offline stores were opened; 11 stores in department stores and 1 store in the company's multi-brand store.

EDUCATION

Master in Fashion Direction *(Beneficiary of Scholarship)*

Jan. 2020 - May 2021

Brand and Communication Management | **Politecnico di Milano, Italy**

Brand and Communication Management | **Milano Fashion Institute, Italy**
108/110

Short Course

May 2024 - June 2024

Fashion Buying and Merchandising | **University of Arts London, United Kingdom**

CERTIFICATION AND ONLINE COURSE

INSIDE LVMH

Nov. 2021

- LVMH & The Luxury Industry
- Luxury & Sustainability
- Creation & Branding
- Retail & Customer Experience

The Business of Fashion

Jan. 2020 - Feb. 2020

- Fashion History *(by Colin McDowell)*
- Digital Marketing *(by Drew Elliott)*
- Fashion Styling and Image Making *(by Lucinda Chambers)*

MasterClass

Nov. 2019

- Creativity and Leadership *(by Anna Wintour)*

The New School Parsons

Aug. 2017

- Unlocking Visual Style
- Thinking Like A Designer
- Understanding Fashion Production
- Working in Fashion Media
- Developing Fashion Marketing and PR Skills

VOGUE - Virtual Events

- Forces of Fashion
- Global Fashion Conversation
- Forces of Fashion

November 2020
May 2020
October 2022

LINGUISTIC COMPETENCES

Indonesian	Native / Bilingual Proficiency
English	Native / Bilingual Proficiency
Italian	Professional Working Proficiency
Japanese	Elementary Proficiency

SKILLS & INFORMATIC COMPETENCES

- Business Plan | Budgeting | Merchandising / OTB Plan | Project Management | Marketing Plan | Customer Analytic | Time Management | Relationship Management | Sales and Production Forecasting
- InDesign®
- Microsoft Suite
- Web design (use wix.com)
- SAP
- Salesforce