

Key Account Management | Customer Success Product Marketing (Partnership) | Digital Marketing and Ecommerce

Portfolio

Muhammad Maulana Darrel Monty

**For ATS Resume,
please visit this [LINK](#)*

Update May 13th 2024

**For Product Management
Portfolio, please visit this [LINK](#)*

Education



Bachelor of Science

Communication, public relations
2011 - 2015
GPA 3.03



Master of Business Administration

Marketing
2018 - 2021
GPA 3.64



Professional Public Speaking

Public Speaking and Presentation
2016
GPA 41/48



Full-Stack Digital Marketing

Digital Marketing
2021



Full-Stack Product Management

Introductory, Aug - Oct 2022,
Intermediate, Oct - Nov 2022

Who is Darrel?



Darrel Monty

Key Account - Customer Success
Partnership - Product Marketing -
Ecommerce Operations

Demographic

Location : Gading Serpong, Tangerang
Gender : Male
Status : Married
DISC : Dominance, Influence
Personality : ENTJ-A, the Commander

About him

Darrel start his career as customer success. Along the way, he climb up his career ladder into key account management and product marketing, specifically in partnership and affiliate.

Later he found his newfound passion, which is teaching and managed to secure several part-time teaching positions with great success.

He is also likes to explore new learning opportunities. He once learn about product management, and become a team leader that wins hackathon competition 3 times in a row, a feat that no other teams can match.

Lastly, he has broad exposure from various industries, from technology startups to niche industries like archive management service.

His goals

- To have a full time position related to key account, customer success, and partnership
- To have new learning opportunities in different fields and industries
- To have series of networking activities

Trivia about him

- His hobbies are video games, swimming, and crowd watching
- He prefers public transport, although he likes to drive car or bike in casual manner
- He likes IT product better than traveling
- He has trust issues, and only have a few close friends
- He is a slow learner, because he likes to study everything to smallest details in many use cases
- He often can be found on convenience store like Indomaret or Family Mart

Testimony

“Warm greetings!

My name is Darrel and I am enthusiast in communication, technology, and recently teaching.

I took communication major because I love talking, especially a dialog about deep things. Then I took an MBA while working to strengthen my business acumen and analytical skills, gaining valuable network in the process.

In my free time, I like to play video games, swimming, reading books, and taking a relaxing ride with either car or motorcycle.

If you're looking for someone capable of handling wide range of clients from different industries and communicate their problem across different division internally, I might be the person you are looking for in a long time.”

Work Experience

FULL TIME

Feb - Mar 2024	PT Kinobi Technologies Indonesia (Kinobi)	- Sr Customer Success, Universities and Education Institutions
Oct 2023 - Feb 2024	PT Shipline Technology Indonesia (Shipline)	- Product Marketing, Shopify Agency Affiliate Partnership
Sep 2021 - Aug 2023	PT Shippindo Teknologi Logistik (Shipper)	- Key Account Manager, RACL > Commercial Analyst > KAM, Warehouse
Nov 2020 - Sep 2021	OCA Telkom Indonesia	- Key Account Manager, Telkom Subsidiaries (TREG, DBS, etc)
Dec 2019 - Nov 2020	PT Multifiling Mitra Indonesia Tbk	- Key Account Manager, B2B - BUMN
Oct 2018 - Dec 2019	PT Samafitro	- IT Hardware Product Manager (Laptop and Multifunction Copier), Government
Feb 2017 - Feb 2019	PT Blipcom Teknologi Indonesia (Dealoka)	- Product Marketing Affiliate > Senior Product Marketing Manager
Jan - Sep 2016	PT Yesboss Group Indonesia (Kata.AI)	- Customer Success Representative (Virtual Assistant), B2C and B2B

PART TIME

Oct 2023 - NOW	Universitas Terbuka	- Online Tutor for Management Faculty
May 2023 - NOW	PT Rakamin Kolektif Madani (Rakamin Academy)	- Product Management Tutor and Mentor
Feb 2024 - NOW	MenangLomba.id	- Hackathon Mentor
Feb 2017 - NOW	Xerrald Store	- Marketplace Owner, Tokopedia;Shopee (Online Shop)
Aug - Nov 2022	PT Pina Aplikasi Bersama (Pina)	- Product Manager Team Leader
May 2015 - Aug 2018	PT Summarecon Agung Tbk	- Buyer Surveyor



Work Setups

WORK FROM HOME

Current Address:

Apartment Scientia Residence, Gading Serpong Tangerang.
15810. [Click here for Google Maps location.](#)

Set Up:

1. Macbook Pro M1, 2020 (8/256GB)
2. Samsung Galaxy S23+ (8/512GB)
3. Samsung Galaxy Watch 46mm
4. CBN Fiber Wifi, 43.2 Mbps Download - 30.1 Mbps Upload
5. Cable/Wireless earphone available

WORK FROM OFFICE

Road to Office:

1. Honda Vario CBS 125, 2018 + GPS
2. Honda Brio RS 1.5, 2016 + GPS
3. Commuter, Serpong - Tanah Abang Line (20+ Minute)
4. Online transport (10+ minute)

Tech Stack

CRM

- Salesforce
- Monday
- Hubspot
- MailChimp
- Many company-based

Customer Service

- Zendesk
- Freshdesk
- Teledash

Project

- Trello
- Miro
- Slack
- Process Street
- Honeywell
- Survey Monkey

Community

- Discord

Google

- Suites
- Maps
- Calendar

AI

- ChatGPT
- Google Gemini
- JakseAI
- Perplexity.AI
- Fliki.AI

Digital Marketing

- Google Ads & Analytics
- Google Trend
- Meta Ads
- Dimia
- SimilarWeb
- Create WA Link
- SocialBlade
- Social Mention
- Tiktak Creative Center
- Not Just Analytics

Product

- Figma
- InVision
- Marvel
- Mockplus
- Proto.io
- Notion
- Framr
- Whimsical

Design

- Canva
- Flaticon
- Freepik
- Durable
- Capcut

Ecommerce Enabler

- Shopline
- Shopify

Excel Formula

- Pivot
- HlookUp/VlookUp
- IF function

Familiar Terms

Gross Merchandise
Volume

Single Source of
Truth

Go-to-market
Strategy

Merchant Discount
Rate

User Persona

Minute-of-meeting

B2B/B2C

Affiliate Marketing

API Document

Share of Wallet

LOP/LOA

First in First out

Retail/Warehouse/
Logistic Agent

Familiar Industries

Daily Deals

Loyalty
Program

Logistics (Retail / API
/ Warehouse / Logistic
Agent / 3PL

Archive and
Document
Management

Omnichannel
SaaS / CPaaS

Tour and
Travel

Financial
Technology,
QRIS

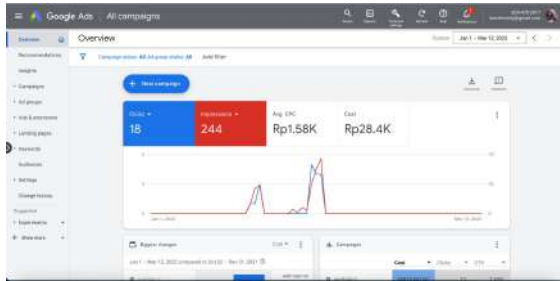
Virtual
Assistant

Stock Market
and
Investment

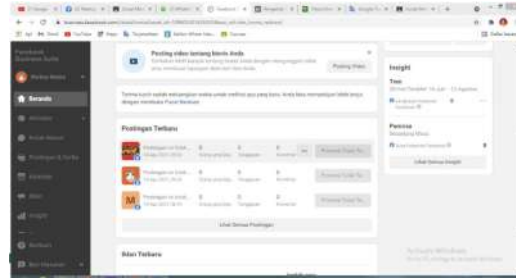
Real Estate /
Property

Technology /
System
Integrator

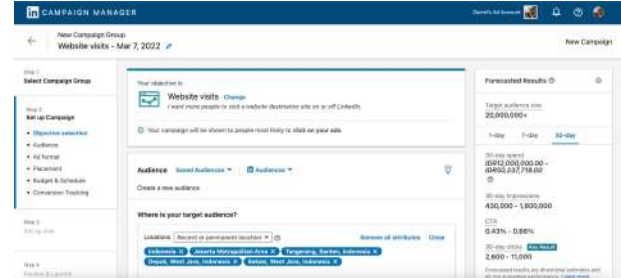
Digital Marketing



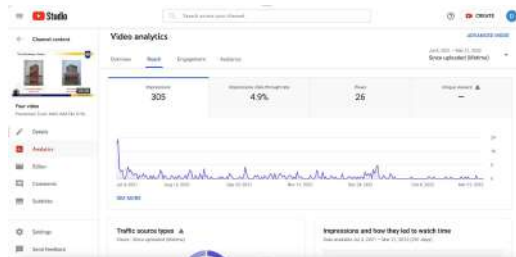
Google Ads
(For my portfolio website)



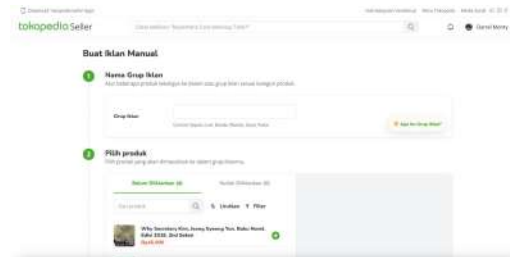
Meta Ads
(For my friend's business)



LinkedIn Ads
(For trial, but needs IDR3.6M to activate and is B2B)



Youtube Ads
(For my MBA thesis)



Tokopedia Seller Ads
(For my online shop)

KAM/CS ~ Client Case Study - General

Some clients seem to have passive behavior towards us after onboarding. However, passive behavior is very critical and possibly going to churn.

i. How will you identify the cause of this passive behavior?

1. Start by asking: operational - commercial - point to improve updates > Identify the background and root cause
2. Continue with checking with internal team (performance, past issues) > For better clarity
3. Cross-checks with other clients with similar background and profile > See if there is a pattern for this case
4. Ask for internal feedbacks > Aligning the perceptions and potential follow-ups
5. Back to client, relay internal data and cross-checks with them, then ask for feedbacks

ii. How will you warm up the relationship with the client?

1. Call them, starts casually about things and moving up into actual updates > Icebreaker
2. Ask for commercial and operational bottlenecks, list all the things that can be done from both sides
3. Ask for an offline meeting, if necessary > Depends on the type of client and their level of trust

iii. Do you have any other workaround to tackle this passive behavior?

1. Set up some rules (ex: weekly/monthly meeting)
2. Set up several boundaries (commercial, ex: product, price - operational, ex: SLA, satisfactions)
3. Overall being more initiative and data-driven > Break larger problems into smaller list of problems

KAM/CS ~ Client Case Study - Indonesia

Client C is a type of loyal client and has a good relationship with the BD team. One day, the BD team successfully upsold a feature for this client. However, after the upsell has been confirmed and they have prepared the budget for this, there's misexpectation towards what the feature is capable of:

i. What will be your talking points to give the first response to the client?

1. The BD's explanations regarding features > Previous pitching, client expectations, and level of completion
2. How many misalignments happens > Needs to be more specific, especially if involved software
3. Expected outcomes from clients > What previously agreed on and already executed on-field

ii. What will be your next step to align expectations with the client?

1. Apologize for inconvenience
2. Ask for feedbacks from BD team, their talking point, and signed contract
3. Internal alignment for best response (if we are correct) or best solution (if client is correct)
4. If we are correct: Reiterate the misunderstanding point from BD as well as looking through the signed contract
5. If client is correct:
 - Option 1: Discuss things with internal team and see if we can leverage some things to make up for misexpectation
 - Option 2: Discuss with client that the misalignment cannot be change, apologize, promise to make up in the next contract cycle, and reiterate that from this point forward, there will be zero misalignment.

KAM/CS ~ Client Case Study - Singapore

Client H had some technical requests that have been communicated & carried out well by the product team. The Product team also has updated the progress and result of the technical request to the shared tracker on Google Sheets. However, Client H hasn't checked the shared tracker and asked CSA why we haven't delivered their request. Client H caught this as a critical mistake and has a red sentiment towards us.

i. What will be your first response to the client?

1. Ask for more inquiry regarding the matter
2. Reiterate that the request has been carried out well, on time, and updated on tracker
3. Remind them if they previously checked the shared tracker or not
4. Say thank you and wished them well

ii. What will you do to prevent this kind of misalignment between us and the client?

- Pin the shared tracker on communication channel (WAG or Slack, if any)
- Use the shared tracker as one of the guidelines in weekly/monthly catch up
- Mention the shared tracker if there is any update outside the usual problem (Ex; national holiday update)

Leadership Case Study - Work Distributions

Your team, consist of 7 freelance account executives is constantly achieving their targets, with 3 of them being consistently rank top 3 in 3 months consecutively. However, when you conduct a quarterly review, you found that 4 of your subordinate seems lacking the necessary product knowledge even though they consistently performed. After a while, the product trainer comes to you and said that among your 4 subordinates, only 1 of them does the work and distributed the rest of the sales to the 3 people, which happens to be his family (wife and cousins).

i. What will be your first response to the trainer?

1. Ask for better clarity, how come a full family being onboarded as freelance AE? Is it against company rules?
2. Look at the employment record > Duration, previous experience
3. Check if there are errors in their form submission
4. Collaborate with HR if there is/was violation(s) in the past
5. Discuss privately with product trainer

ii. What will you do next?

1. If this is still aligned with company rules: Keep silent and let him work
 - Creates harmony in team
 - Remove unnecessary and potential problems
2. If this is not aligned with company rules: Talk to subordinate > Product trainer > Superior

Product Management Case Study - Conflict Resolutions

You lead a team of 5 product managers, each assigned on different team to handle multiple clients on WhatsApp group as product team representatives, in addition to sales, finance, and warehouse team. On afternoon at 3PM, the client had 1 inquiries that went unanswered on WhatsApp, and then the product manager take initiative to replied the said inquiries, but the client already had a negative sentiment for this late reply. The VP of sales blames the PM team you managed because of this. However the company SOP clearly state that sales are responsible as the first responder on WhatsApp.

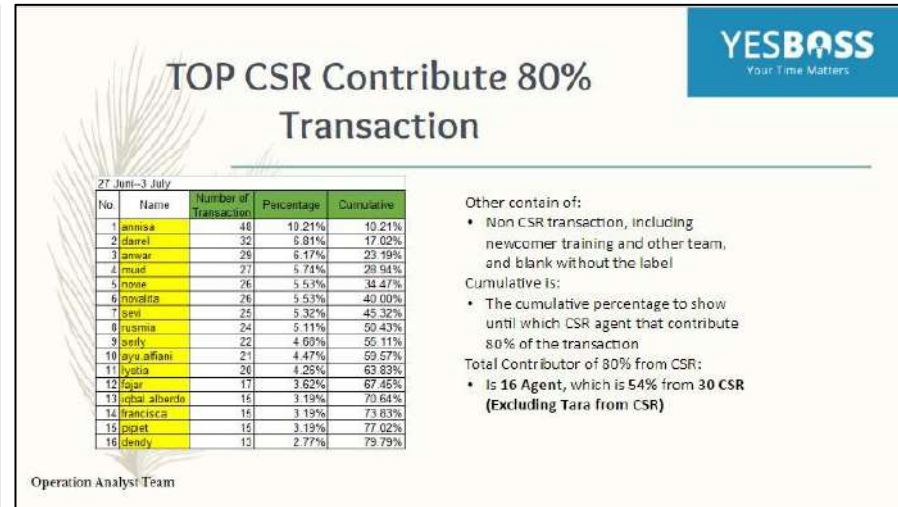
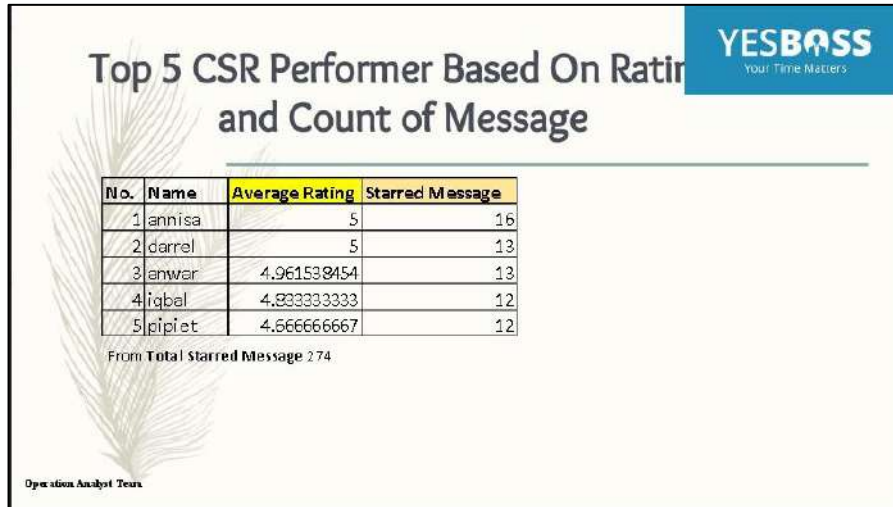
i. How will you deal with the situation

1. Ask what went wrong in detail about the client, company, size, and industries, to get more picture about the situation
2. Check the SOP regarding the role of PMs on WhatsApp group
3. Cross check with the product manager to get his/her side of view
4. Clearly outline that it was sales responsibilities to answer inquiries, before passing it to PM in accordance with company SOP

ii. What will be the next step to align your expectation with the sales team

1. Mention this case as a reminder that it was the sales responsibilities regarding client communication
2. (Optional) Ask if there is a possibility to mitigate miscommunication, for example to withdraw the PM team from WhatsApp group so that the sales team will take more responsibilities regarding first response

Notable Achievements: YesBoss/Kata.AI - Customer Success Representative (Virtual Assistant)



- I was one of the **top 5 performers** and **2nd highest** contributor from 30 CSRs (YesBoss/Kata.AI, 2016)
- Also in YesBoss, I was temporarily **promoted into Partnership and Operations** for 2 months each, **eliminating** other 15+ contestants

Notable Achievements: Promotion



Partnership, temporary

Apr - May 2016:
(Eliminating 16+ person)

Operation, temporary

Jul - Aug 2016:
(Eliminating 21+ person)



Product Marketing > Senior Product Marketing Manager

Mar 2018 - Feb 2019



Key Account Manager > Commercial Analyst

Feb 2022 - Des 2023

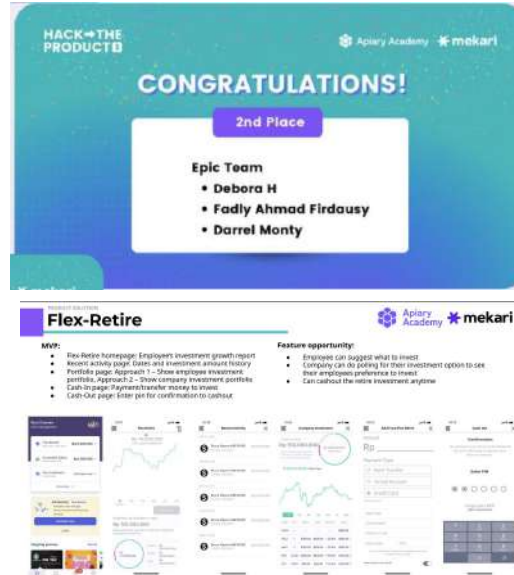
Notable Achievements: Hack the Product Competition, Nov - Des 2022, Feb 2023



For this competition, we create 3 features that provides safety and security for property owners that is part of RedDoorz partner. The 3 features are:

1. Guess Booking Approval Options
2. Guess Ratings
3. Guess Handling Recommendations

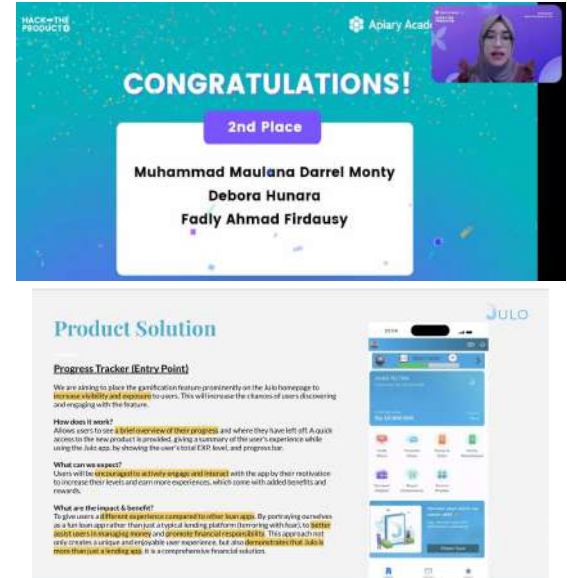
Please click this [link](#) to view the full deck



We create 2 new features that provides new ways to provide employee benefits and also to provide a fun way of doing it. The 2 features are:

1. Flex Retire, to provide employees with retirement plan
2. Flex-Gaether, to provide a digital arisan feature to be used for many purposes

Please click this [link](#) to view the full deck



Julo needs to enhance it's app so that in will aligned with their vision "Beyond Lending", and as such we provide Julo with a gamification solution that can be used for :

1. Provide a sense of achievement
2. As a way to provide various benefits such as credit restructuring
3. To introduce new products for dedicated users

Please click this [link](#) to view the full deck

Notable Achievements: Product Management Teaching - Rakamin

March 2023
(Assistant Tutor)



April 2023
(Assistant Tutor)



Mei 2023
(Assistant Tutor)



Juni 2023
(Final Project Mentor)



I scored above **90% satisfaction score** as assistant tutor and mentor in Rakamin Academy for 4 consecutive months

Notable Achievements: Mentoring - Deals! Job

meet.google.com/hug-ny0f-qyx7?authuser=0

News Game MKT Fav Mail GMaps YT MNY Drive TNPD LI 50+ Free Udmey C... DAKIT Aplary ProdJob Knowledge Jobs

Sharing <https://docs.google.com/meet.google.com> View tab: docs.google.com Stop sharing

Darrel Monty (You, presenting) Presentation audio Stop presenting

Example Client Case Study - General

Some clients seem to have passive behavior towards us after onboarding. However, passive behavior is very critical and possibly going to churn.

I. How will you identify the cause of this passive behavior?

1. Start by asking operational - commercial - point to improve updates - identify the background and root cause
2. Continue with checking with internal team (performance, past issues) - For better clarity
3. Cross-checks with other clients with similar background and profile -> See if there is a pattern for this case
4. Ask for internal feedbacks -> Aligning the perceptions and potential follow ups
5. Back to client, relay internal data and cross-checks with them, then ask for feedbacks

II. How will you warm up the relationship with the client?

1. Call them, starts casually about things and moving up into actual updates -> icebreaker
2. Ask for commercial and operational bottlenecks, list all the things that can be done from both sides
3. Ask for an offline meeting, if necessary -> Depends on the type of client and their level of trust

III. Do you have any other workaround to tackle this passive behavior?

1. Set up some rules (on-weekly/monthly meeting)
2. Set up several boundaries (commercial, exc. product, price - operational, ex. SLA, satisfaction)
3. Overall being more initiative and data-driven -> Break larger problems into smaller list of problems

Agnes Rini

Darrel Monty

In-call messages

Messages can only be seen by people in the call and are deleted when the call ends

You 8:18 PM
<https://murfeed.com/>

Share "Key Account Management Portt..."

Send a message

8:49 PM | Deals Mentoring: Muhammad Maulana Darrel ...

I am also part of super mentor program from Deals Job and tells my mentees about my journey in digital business.

[LINK](#)

Deals! Jobs

I'm a Super Mentor at Deals!

Book a session with me 100% free

Let's connect and share about Business

M. Maulana Darrel Monty ✓

SHCP, FSI Business Partnership Shopline

My Co-Mentors 500+ Experts in Career & Academics (S1 & S2)

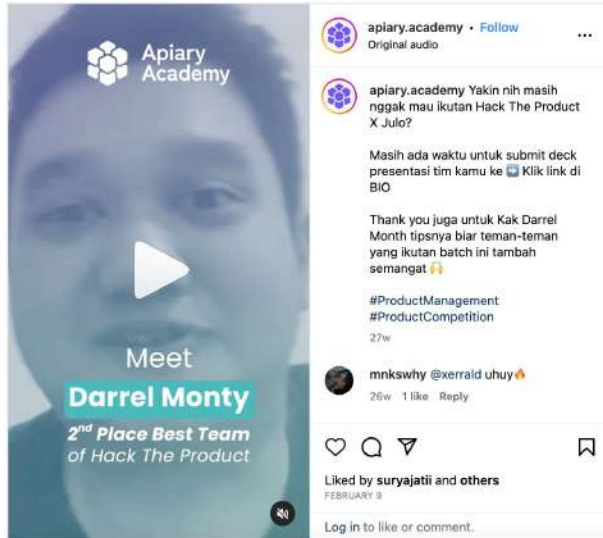
Emilia M.N. SEA & Pacific Mkt. Manager Coca-Cola	Mora Nasution Head of Learning, Talent, & Recruiting Jago	Bimo Notowidigdo Managing Director & COO DBS	Shafa Atrining Prabosari Strategy Enabler Design Mgr. Telkomsel
---	--	---	--

and other experienced mentors from top companies including:

indosat, Coca-Cola, Nestle, sinarmas land, blibli, ASTRO & many more

Join Indonesia's largest mentoring community deals.com/mentoring

Notable Achievements - Social Media Coverage



I was giving testimony regarding my team participation in Hack the Product with Apiary X Mekari.

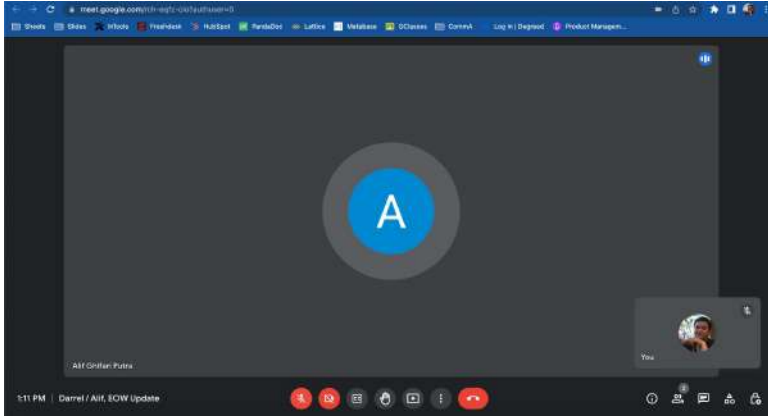
[Link](#)



I shared my experience as assistant tutor before being promoted to mentor.

[Link](#)

Notable Achievements: Leadership (PMM/KAM)

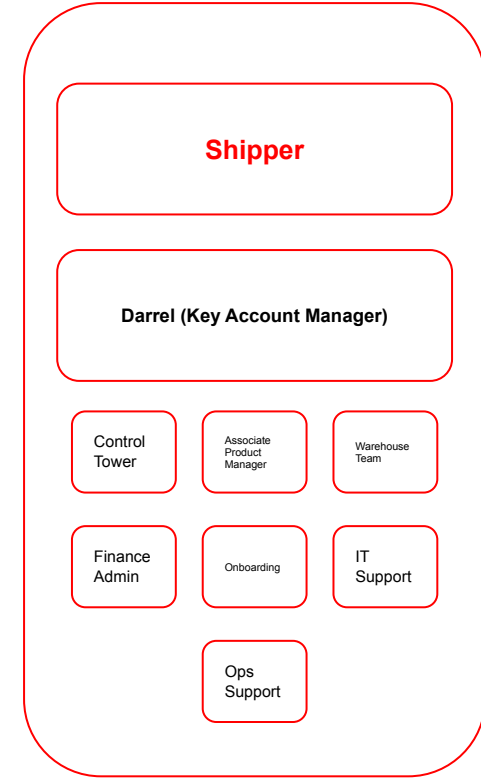


- 1pm Darrel / Alif, EOW Update
- 1:30pm Virtual Work Room
- 2pm Darrel / Elisa, EOW Update
- 3pm Darrel / Raffi, EOW Update
- 4pm Darrel / Yunita, EOW Update

1 on 1 weekly review meeting with team



Several companies structures that I lead



Notable Achievements: Clients (KAM/CS)

E-Commerce/Marketplace



BUMN/Government



Others



...and about 120+ more clients from retail, F&B, beauty, and general services

What they say about me (1)

1. Kami dr tim Bges Telkom Witel tangerang senang menggunakan OCA. Tim dari OCA responnya cepat, terutama jika ada trouble segera bs disolusikan, sangat membantu sekali.
2. OCA kami pergunakan sbg reminding tagihan tunggakan plgn BGES utk layanan Indihome melalui WhatsApp, email dan sms, hasilnya ada peningkatan.
3. Kami sangat puas dpt bekerjasama dengan tim OCA cq Mas Darrel.Tks

11:28

Oke bu cukup nih, makasih banyak ya bu Dani. Semoga bisa ketemu di lain waktu

11:32 ✓

Amin....siap tks jg 🙏🙏

11:36

Ibu Dani,
Telkom BGES Tangerang (Client)

Dear Mas Darrel,

Terima Kasih atas bantuannya selama ini untuk Telkom Jakarta Timur dalam pengelolaan pemanfaatan Fitur OCA. Jujur kami sangat terbantu dengan adanya bantuan dari Mas Darrel terkait Produk OCA, dimulai dari Proses Registrasi di awal sampai ke proses - proses lainnya. Dalam membantu Tim kami, Mas Darrel sangat responsif dan berdedikasi terhadap pekerjaannya. Di sisi lain Mas Darrel sangat humble dan solutif juga. Semoga semakin sukses kedepannya mas. Terima Kasih...

11:33

Terima kasih banyak untuk testimoniya mas Dwi. Semoga ada kesempatan kerjasama di bidang lain dan di lain waktu ya 🙏👍

11:35 ✓

Sm2 mas, salam sukses

11:44

Dwi, Telkom BGES
Jakarta Timur (Client)

siap.. terima kasih banyak ya Mas Darrel.. sudah extra effort dengan vicon di tempat publik

Semoga inisiasi ini bisa berlanjut ke kerja sama

10:43

Hahaha memang kewajiban kok. Terima kasih juga mas Helmi sudah mencatat detail meeting kita. Semoga bisa lanjut ke kerja sama ya 🙏

10:45 ✓

Helmi, Telkom BGES
Jakarta Pusat (Client)

Dear Mas Darrel,

Terima Kasih atas bantuannya selama ini untuk Pupuk Indonesia Energi, dengan bantuan yg memperkenalkan MMI kepada kami, penyimpanan arsip kami jadi teratur dan terjaga dengan baik. Mas darrel benar2 membantu tanpa batas waktu, walaupun waktu itu lg sakit. Hehe. Makasih banyak ya mas. Semoga semakin sukses kedepannya
Terima Kasih...

7:31 PM

Rahma on our partnership,
Pupuk Indonesia Energi (Client,
BUMN)

Karena menurut kami, Shipline ini truly feature-rich, if only support nya bisa respond in a timely manner 🙏

13:49

Especially chatroom yang di app Shipline, nggak ada yang reply sama sekali 🙏

13:50

Lucky us Darrel is here and ready to help 🙏

13:50

Wah serius pak? Nanti saya kabari feedbacknya ya, karena saya ga megang chatroom

13:52 ✓

Glad to help, pak Andrew 🙏

13:52 ✓

Haha 🙏

13:52

Andrew for me being
timely and responsive,
Tür Coffee (Client)

What they say about me (2)

Ryu Shipper

#DarrelTechSupportManager2022

★ 10:39

Ryu on my IT literacy, Shipper office

Semoga aku bisa handel mereka seperti mas darel handel mereka juga

★ 18:45

Amin semoga lancar ya mbak, terutama nanti untuk MBRnya

18:47 ✓✓

Afizah on my account management skill, Shipper office

Good meeting td dg Enblanc Darrel 👍 17:22

Thanks 17:22

Alhamdulillah senang dengarnya. Terima kasih pak Agus 17:25 ✓✓

Agus and Renata, direct report on Shipper



Darrel Monty (He/Him) • You
Key Account Manager, Shipper | Aspiring Product Manager | ...

6mo ***

It is a pleasure to be led by you Ren. Good luck wherever you are ya! :D [Renata Astari Susilo](#)

Like Reply · 1 Reply



Renata Astari Susilo **Author**
Senior Account Manager at GajiGesa

6mo ***

Aww the pleasure is mine Rel. Thank you & semangat!!!

You

Hmm gw udah ga bisa ikut campur kalo skrg

wkwkw makanya itu anjir, gw dah mikirin ini pas lu kena layoff wkwk 18:12

"mati gw client gw receh tp nyusahin abis" 18:12

It am yg helpfull cuma lu sm tabita lg ★ 18:12

*helpful 18:12

Niken on my internal collaboration, Shipper.

What they say about me (3)

Tamara Mas WDP
wah chenny tau aja 20:36
udh spy si ana nih 20:36
wkakakakak 20:36
darrel speaker of the day ★ 20:37
keren bgt 🙌 20:37
basa elegant berpendidikan 20:37

Tamara Mas WDP
si jessica tau wdp dari link youtube yg gw share 20:07
cocok lah lu darrel ★ 20:07
pasti playboy nih 20:07
tipe2 jago ngomog 20:08
hahahah 20:08

Tamara on my negotiation skills,
Qarirlabs Digital Marketing

Soni UGM
You
Happy birthday mas @Soni UGM semoga lancar lah semuanya mulai dr tesis ampe jaket 🍀
Siap Mas Darrel Millenail terbaik di kelas.. semoga makin sukses juga yah @Darrel Monty dan terdepan 🙏😊
★ 10:23

Soni on my overall activity in
class, MMUGM Eks B 36A

Yeremia Heskie Saputra Today at 9:24 PM
baik bgt, boyfriend material nih aul kak darrel xixi @Syayyidati Aulia
😂 1

Apparently I am also
boyfriend material, according
to my students lol!

mass tp kalau udah jadi tutor jgn tinggalin pm b2c yaa 🥺
21:02
blm nemu yg seinsightful mas darrel soalnya ★ 21:02
double job aja mas 21:03

Syahfa on my teaching skills and
knowledge, Rakamin Academy

Anthony Lin (Partnership) 4:04 PM
this is super useful my friend
I hope I can get the approval soon to keep you as a temp. support here really enjoy working with you
oh but one point among is interesting, I thought Shopify is strong in cross border
Darrel Monty (PSID) 4:08 PM
Okay no worries. Actually in ID, it is Shoplevel who is stronger. Shoplevel just seem to be more familiar. There's also Magento but it is expensive which is not suitable for ID market.
Thank you for considering me as temporary part-time. I also enjoy my time here working with you. Lets wait for the good news.
❤️ 1 🗨️

Anthony Lin (Partnership) 10:33 AM
Belated Happy New Year gentlemen, wish you a fruitful, wealthy and healthy 2024 ahead!
special thanks to Darrel for handling Chanel recently 🙏

Anthony Lin my direct manager, for my work ethics,
Shoplevel

Thank you



0821 1260 5991



Darrel Monty



darrelmonty@gmail.com



Karawaci, Tangerang



@xerrald



Xerrald