

SHERYL TRAVIATA

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Personal Details:

Indonesian | 18 March 1995



PROFILE

BUSINESS DEVELOPMENT | DIGITAL ADVERTISING | SALES

Results-driven Business Development and Account Management professional with 8+ years of experience driving revenue growth across Indonesia and Southeast Asia markets. Proven track record managing high-value advertiser portfolios, conducting consultative sales engagements, qualifying business opportunities, and influencing senior stakeholders.

Currently supporting Meta's advertising business through TDCX Singapore, partnering with SMBs and enterprise advertisers managing budgets up to USD 200k monthly and revenue portfolios exceeding USD 2M. Skilled in outbound prospecting, pipeline development, discovery calls, account expansion, Salesforce CRM, and strategic solution selling.

Seeking opportunities in Business Development Representative (BDR), Sales Development Representative (SDR), Account Executive, and SaaS/Cybersecurity sales roles in Singapore.

AREAS OF EXPERTISE

- Client Relationship Management, Sales Presentations, Revenue Growth Strategies, Digital Marketing, Cold Calling & Email, Contract Negotiation, Partnership Development, Customer Service, Objection handling, Performance tracking, Cross-selling strategies, Strategic thinking, Product demonstration, New market research, Problem-solving, Multitasking Abilities, Adaptability and flexibility, Lead qualification, Account Mapping

PROFESSIONAL EXPERIENCE

Account Manager META , employed by TDCX

Jan 2019 to Jul 2026

Singapore

- Manage a portfolio of SMB, agency, and enterprise advertisers across Indonesia and Southeast Asia, supporting annual revenue targets exceeding USD 2M.
- Partner with business owners, C-level stakeholders, media agencies, and marketing decision-makers to understand business objectives and align Meta advertising strategies with revenue and growth goals.
- Act as a trusted consultant by recommending full-funnel advertising solutions, campaign optimization strategies, audience growth initiatives, and product adoption opportunities to maximize advertising performance.
- Conduct discovery conversations, business reviews, and strategic account planning sessions to identify expansion opportunities, strengthen client relationships, and drive long-term account growth.
- Develop and execute Test & Learn initiatives using Meta measurement and attribution solutions to help advertisers evaluate campaign effectiveness and improve return on ad spend.
- Drive adoption of Meta's advertising products, automation tools, tracking solutions, and performance marketing best practices to improve advertiser success and platform utilization.
- Identify upsell, cross-sell, and new business opportunities within existing accounts, contributing to increased advertiser investment and sustainable revenue growth.
- Collaborate with cross-functional teams including Product, Marketing, Operations, Policy, and Technical Support teams to resolve advertiser challenges and improve customer experience.
- Serve as the primary escalation point for complex advertiser issues, conducting root-cause analysis, troubleshooting platform-related challenges, coordinating internal investigations, and ensuring timely resolution of critical business-impacting issues.
- Monitor market trends, competitor activities, industry developments, and platform enhancements to provide strategic recommendations and actionable insights to clients and internal stakeholders.
- Deliver executive-level business reviews, performance presentations and educational sessions to help advertisers strengthen their digital marketing strategies and accelerate business growth.
- Maintain accurate forecasting, opportunity management, pipeline tracking, and account planning through Salesforce CRM and internal business systems.
- Managed a portfolio of 230+ advertisers with monthly advertising spend of up to USD200K per account.

-Supported business portfolios exceeding USD2M in annual by drive revenue growth targets and consistently achieved over 110% of quarterly KPI goals.

-Improved advertiser retention rates to above 95% through strategic account management and proactive performance optimization.

-Led onboarding and activation of new client on the Meta Ads platform, providing strategic consultation, product education, and implementation support to accelerate campaign launch, platform solution acquisition, and revenue growth.

Awards:

- Heavy hitter Indonesia market 2022 (1%) and 2023
- Top performer in July 2019, August 2019, May 2022
- Top CX Champion 2019

Sales Executive , PT. Jembo Cable Company

Oct 2017 to Dec 2018

Jakarta

-Developed and executed sales strategies that increased market penetration and contributed to a 15% year-over-year revenue growth across corporate and industrial accounts especially public sector in Indonesia.

-Identified, prospected, and developed new business opportunities through outbound outreach, relationship building, networking activities, and client meetings, generating more than 30 qualified accounts.

-Managed the full sales cycle from prospecting, qualification, proposal development, commercial negotiations, quotation preparation, and contract discussions through to deal closure, securing contracts valued at up to USD 250K.

-Built and maintained strong relationships with over 50 business owners, procurement teams, project managers, and senior decision-makers to support long-term business growth.

-Collaborated closely with internal product, operations, finance, and QA to ensure smooth project execution and customer satisfaction.

-Utilized CRM tools and sales reporting systems to manage a pipeline exceeding USD 1M, sales forecasting, account planning, and customer engagement tracking.

-Supported new product introductions by communicating customer value propositions, business benefits, and technical capabilities to prospective clients, contributing to a 10% increase in product adoption.

-Prepared weekly sales forecasts, pipeline reports, and business updates for management review and strategic planning.

-Coordinated with procurement, finance, and customer stakeholders to facilitate contract renewals, project delivery, payment follow-ups, and account retention, maintaining a customer retention rate above 90%.

-Delivered sales presentations, business proposals, product demonstrations, and client workshops to support customer acquisition and account growth.

-Participated in industry exhibitions, trade shows, networking events, and customer meetings to strengthen brand visibility and generate new business opportunities, resulting in over 20 new sales leads.

-Consistently contributed to revenue growth through consultative selling, solution-based recommendations, and proactive account management, exceeding individual sales targets by 12%.

EDUCATION

Bina Nusantara University , South Tangerang

Jul 2013 to Jul 2017

Bachelor Degree

International Business and Management

GPA: 3,21

Fontys Academy for Creative Industry , Netherlands

Jan 2026 to Jun 2026

Exchange Program

Lifestyle Studies

GPA : 3,3

LANGUAGES

Bahasa Indonesia (Native), English (Professional)

LICENSES & CERTIFICATIONS

Certification: Facebook Certified Media Buying Professional, META