



FAKULTAS BISNIS
DAN EKONOMI
UNIVERSITAS ATMA JAYA YOGYAKARTA



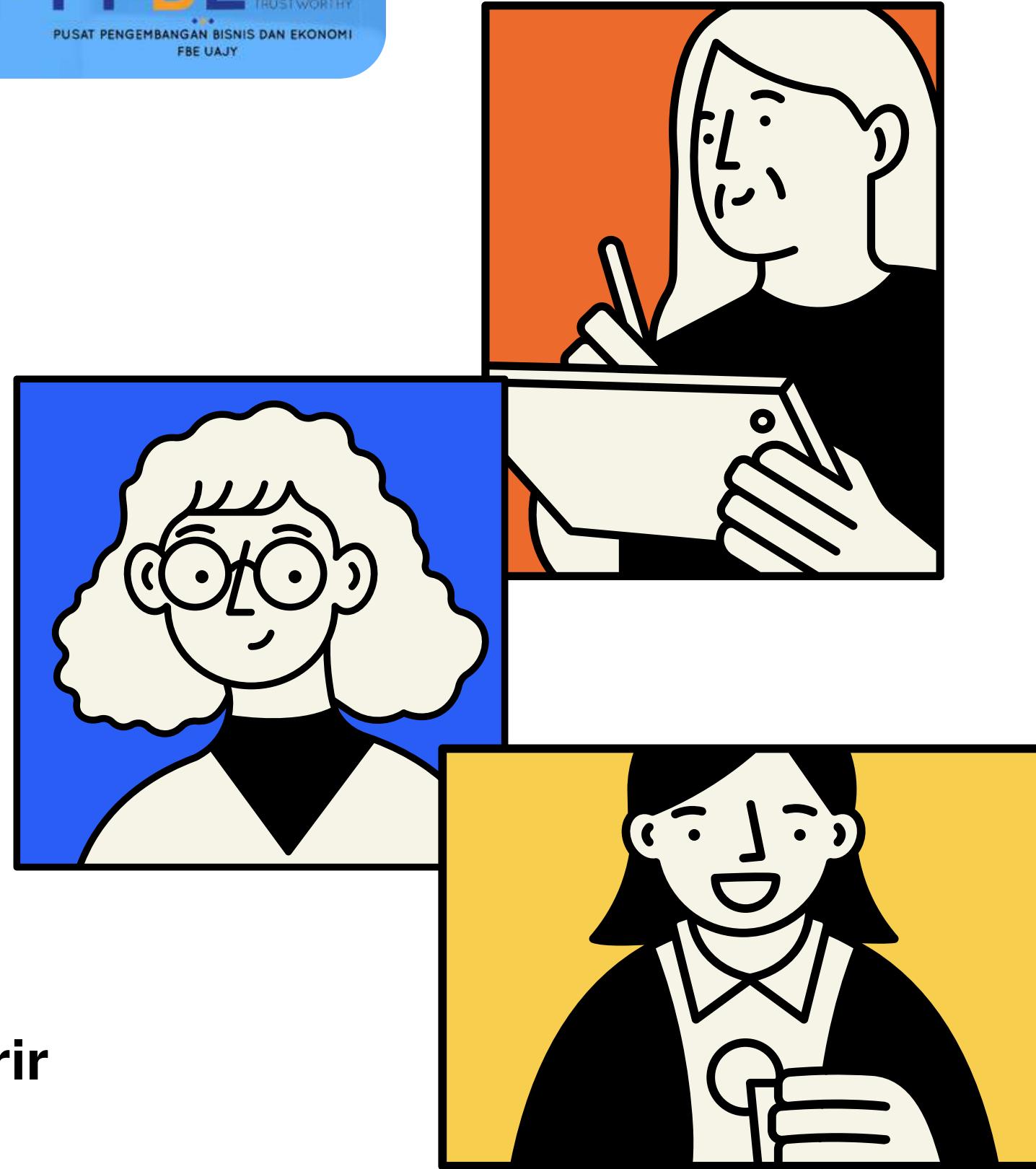
Fakultas Bisnis
UKDW



Curriculum Vitae for Personal Branding

by: **Api Adyantari, S.A., M.B.A.**

Online Workshop: Personal Branding untuk Karir
Yogyakarta, 2 Juli 2024



Tak Kenal? Mari Kita Kenalan!



Api Adyantari, S.A., M.B.A.

Dosen Manajemen, Universitas Atma Jaya Yogyakarta

Certified Digital Marketers

**Pengajar Professional Learning 1 -
Personal Development**

**Pembicara pada beberapa acara kewirausahaan
dan digital marketing**

PERSAINGAN DI PASAR TENAGA KERJA SAATINI

Sangat CHALLENGING dan KOMPETITIF, persaingan KETAT

TERBATASNYA kesediaan lowongan pekerjaan

KESULITAN mendapatkan pekerjaan (LIMITED SKILLS)

KESULITAN menghadapi WAWANCARA

Menggunakan platform PELATIHAN ONLINE

Explore OUTSIDE your fields

Buka BISNIS SENDIRI





Apa yang harus saya lakukan?



Riset industri tujuan karir anda, apakah yang sedang tren? Stay informed!



Update SKILL anda. Skill apa yang sudah dan belum anda kuasai?



Persiapkan Interview Kerja dengan baik. Berlatihlah!

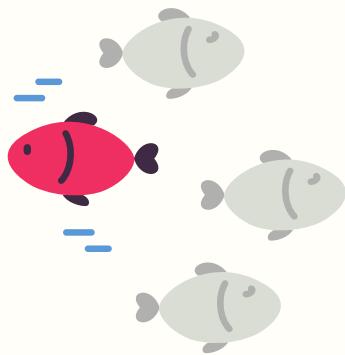


Networking itu PENTING
Datang ke event,
Connect LinkedIn
Ikut organisasi



Siapkan CV dan
LinkedIn anda!
Social Media juga yaa

Curriculum Vitae for Personal Branding



Menunjukkan
Keunikan



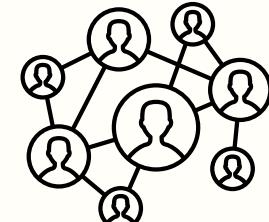
Meningkatkan
Kredibilitas dan
Professionalisme



Meningkatkan daya tarik
dan perhatian perekrut



Memperlihatkan kemampuan
dan pencapaian dengan menarik



Memperluas networking



Keselarasan dengan Posisi



Refleksi diri. Apakah
kelebihan dan
kekuranganku?



Menunjukkan
dan nilai anda.

kepribadian



Curriculum Vitae for Personal Branding



Kita tidak bisa
mengatur
persepsi orang



Tetapi kita bisa
mengarahkan
persepsi orang



Harus asli,
bukan fake/
bohong



Apakah Personal
Branding sama
dengan pencitraan?





Serba Serbi CV

Dokumen terperinci yang menyoroti pendidikan, pengalaman kerja, keterampilan, pencapaian, dan informasi relevan lainnya dari seseorang. CV biasanya digunakan untuk melamar pekerjaan, posisi akademis atau penelitian, dan peluang profesional lainnya.

Harus diisi apa saja?

Informasi pribadi

Pendidikan

Pengalaman Kerja/Organisasi

Skill/Keterampilan

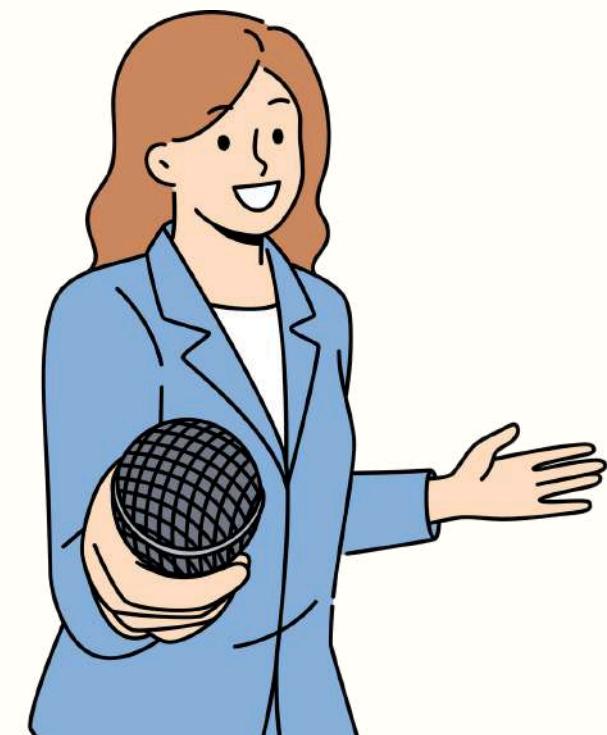
Penghargaan

Project

Referensi



Siapa yang sudah pernah buat
CV di sini? Apakah kesulitan
yang kamu hadapi?



Yang Harus Diperhatikan dalam Membuat CV



Berapa lembar?

Cukup 1 hingga 2 LEMBAR

SAJA saja dengan konten yang relevan



HRD hanya punya waktu beberapa detik untuk membaca, jadi buatlah SIMPLE dan ON POINT

Applicant Tracking System (ATS): software yang membantu proses seleksi kandidat dan rekrutmen.

ATS

Format?

Sesuaikan dengan perusahaan yang dituju.
Kalau bisa sesuaikan dengan color palette perusahaan



CV Kreatif

Apa Bedanya ya?

CV ATS



AZIZ FAHREZA

Lulusan S1 Ilmu Komunikasi Universitas A (IPK 3,8). Memiliki kemampuan komunikasi, riset, hubungan masyarakat (humas) melalui pengalaman organisasi dan kepanitiaan. Tertarik pada bidang Public Relations, External Communication, dan Marketing Communication.

KONTAK

+62 852 xxxx xxxx
azifahreza@email.com
linkedin.com/in/aziz-fahreza
bit.ly/portofolio-aziz

PENDIDIKAN

UNIVERSITAS A (2018 - 2022)
S1 Ilmu Komunikasi – IPK 3.80/4.00
Konsentrasi: Public Relations

Mata Kuliah: Dasar-dasar Hubungan Masyarakat, Program Perencanaan Public Relations, Public Relations Writing, Komunikasi Pemasaran, Komunikasi Bisnis.

Penghargaan: Lulusan terbaik Prodi Ilmu Komunikasi 2022

KEMAMPUAN

- Public Relations**
Press Release Writing, Partnership, Media Relations, Public Speaking, Research
- Soft Skills**
Time Management, Communication, Detail-oriented, Problem-solving
- Kemampuan Bahasa**
Bahasa Indonesia, Bahasa Inggris (TOEFL: 550)
- Pelatihan**
Public Relations Academy by XY Company

PENGALAMAN

Festival Film Universitas A
Public Relations (Agustus – November 2021)

- Melakukan riset sineas potensial untuk berkolaborasi dalam Festival Film Universitas A
- Mengelola konten promosi media sosial dan berhasil mengumpulkan 50+ sineas dari seluruh Indonesia
- Membangun komunikasi dengan 20+ sineas terpilih
- Bertanggung jawab pada media relations, mendatangkan 12 jurnalis dari surat kabar dan media online untuk meliput acara

Himpunan Mahasiswa Ilmu Komunikasi Universitas A
Kepala Divisi Hubungan Masyarakat (September 2020 – September 2021)

- Memfasilitasi rapat bulanan dengan 30 anggota organisasi
- Membentuk 10+ partnership dalam satu tahun untuk membantu kegiatan organisasi
- Bertanggung jawab menjadi juru bicara organisasi

BASKARA ANTONIO

082389007652 | baskaraantonio@gmail.com | linkedin.com/in/baskaraantonio | suratplus.com
Jakarta Selatan, Daerah Khusus Ibukota Jakarta, 12560

I am a law graduate student looking for opportunities in legal compliance, regulation researching and legal drafting with a background in private and corporate law.

EDUCATION

Syiah Kuala University
Bachelor Degree in Law | GPA: 3.85/4.00 Banda Aceh, Aceh
Aug19 - Nov 23

- Head of Syiah Kuala Debating Club, 2019-2029
- Member of Syiah Kuala International Law Society (SKILS), 2019-now
- Head of International Journal Project Teams with 2345 readers on IUS Journal in 2023

WORK EXPERIENCE

PT Bank Negara Indonesia
Legal and Compliance Officer-Full Time Jakarta, Indonesia
Jun 20 - Jul 23 (Present)

- Evaluated compliance processes and risk assessment goals to offer solutions that were particularly fit for the needs of the client: resulted in 85% client satisfactions within 8 months.
- Addressed several legal compliance issues, consulted with company counsel when necessary, reduced minor litigations by 8.9% yearly
- Assisted employees in communicating with management, seeking clarity on difficulties or challenges, or reporting anomalies in private legal matters, enhanced employee and employer relationship by 65% and freedom of speech and employee participation and inclusion
- Provided guidance and support to business units on compliance matters, including contract review, third-party due diligence, and risk assessments.

PT Freeport Indonesia
Legal Staff-Internship Bandung, Indonesia
Jun 19 - Jul 20

- Legal Research: assigning legal research tasks, analyzing and summarizing legal documents and presenting findings to senior staff.
- Case Support: preparing for litigation or administrative proceedings by organizing case files, conducting factual investigations, and assisting in the preparation of legal arguments.

RELATED EXPERIENCES

ASEAN Youth Advocate Network (AYAN Indonesia)
Director for Research and Education Jakarta, Indonesia
Apr 20 - Oct 21

- Leading a team of 20 individuals from various regions in Indonesia to execute the objectives of the division
- Researching and publishing legal opinions on political and economic issues in ASEAN
- Leading the ASEAN Youth Advocacy Conference attended by 13 representatives from ASEAN state member in Jakarta.

Hukum Online
Legal Writer Jakarta, Indonesia
Apr 22 - Oct 23

- Drafting the legal articles, which have been read by 4321 users.
- Giving solution to the user questions regarding legal issues by providing legal solutions based on Indonesia regulation. Since 2022 I have helped 265 user to solve their problems.

CERTIFICATION

- Certified Legal Compliance Professional (CLCP), LBBH, Nomor CLCP0762, 2022
- Certified Contract Drafter Professional, LBBH, Nomor CCDP098, 2021
- International English Language Testing System (IELTS), Universal English, Nomor IELST65872872, 2022

AWARD

- 1st place in the Constitutional Debate Competition, DRP Republic of Indonesia
- 2nd place in the ALSA Indonesia Legal Review Competition, Universitas Indonesia, 2021

SKILLS

- Hard Skill: Legal drafting, legal writing, legal research, and public speaking
- Software: Microsoft Office, Microsoft Excel, Aline GRC.

Informasi Pribadi

Informasi apa yang boleh dan tidak boleh kita masukkan dalam CV?



Nama Lengkap

Email

No Hp & WA

Domisili

Link LinkedIn

Link Portofolio



KTP, NPWP, dll

Tanggal Lahir

Alamat lengkap

Status Perkawinan

Agama

Nominal gaji



Pendidikan

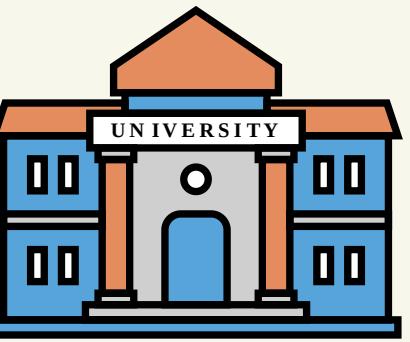
Mulailah dengan pendidikan terakhir atau tertinggi terlebih dahulu.

Sebutkan nama lengkap institusi tempat Anda belajar.



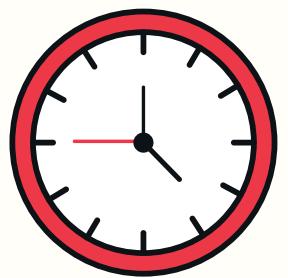
Tuliskan gelar yang Anda peroleh beserta jurusan atau bidang studi.

Tahun studi dan IPK lebih baik dilampirkan



Kalau ada project atau mata kuliah yang relevan, bisa ditampilkan

Pengalaman Magang/Kerja/Organisasi



Urutan kronologis terbalik, mulai dari yang terbaru



Nama perusahaan, lokasi (kota, negara), jabatan, dan periode bekerja (bulan dan tahun mulai - selesai).



Sertakan 3-5 poin tentang tanggung jawab utama dan tugas Anda.



Sebutkan pencapaian spesifik dan kontribusi yang telah Anda buat, utamakan dapat diukur

Marketing Intern

**PT ABC, Jakarta, Indonesia
Juni 2020 - Desember 2020**

- Membantu dalam pengelolaan kampanye media sosial yang meningkatkan engagement sebesar 20%.
- Melakukan riset pasar untuk mengidentifikasi tren dan peluang baru.- Membantu dalam pembuatan konten pemasaran untuk berbagai platform digital.
- Berkolaborasi dengan tim pemasaran dalam pelaksanaan acara promosi produk.

Cara Menulis Pengalaman Organisasi/Kerja

Gunakan PAR Statement

Untuk menjelaskan pengalaman kerja dan pencapaian dalam CV dengan cara yang terstruktur dan mudah dipahami. Metode ini menunjukkan bagaimana Anda mengatasi masalah, tindakan yang Anda ambil, dan hasil yang Anda capai.



PROBLEM

Jelaskan tantangan atau masalah yang Anda hadapi dalam pekerjaan Anda. Ini memberikan konteks tentang situasi yang Anda tangani.



ACTION

Jelaskan tindakan spesifik yang Anda ambil untuk mengatasi masalah tersebut. Fokus pada langkah-langkah yang Anda ambil dan keterampilan yang Anda gunakan.



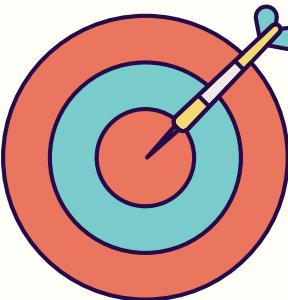
RESULT

Jelaskan hasil atau pencapaian dari tindakan Anda. Gunakan angka atau data konkret untuk menunjukkan dampak positif dari tindakan Anda.

Keterampilan (SKILLS)

Baca dengan cermat deskripsi pekerjaan yang Anda lamar untuk mengidentifikasi keterampilan yang dicari oleh perekrut. Fokus pada keterampilan yang paling relevan dengan posisi yang Anda lamar.

- Gunakan bullet point. Pisahkan antara hard skill dan soft skill.



Taruh skill yang paling relevan dengan posisi yang dilamar di paling atas



Hindari menggunakan kata “baik”, “ahli”. Jika kemampuan bahasa ditulis levelnya, misal bahasa Indonesia: penutur asli

- Cantumkan sertifikasi/workshop jika ada**
- Hindari pakai bar/bintang**

Keterampilan Teknis:

- Pemrograman:** Python, Java, C++
- Pengelolaan Basis Data:** MySQL
- Alat Analitik:** MATLAB, R, Excel

Keterampilan Lunak:

- Pemecahan Masalah**
- Kepemimpinan**
- Public Speaking**
- Manajemen Waktu**



DO'S

Format yang Clean dan Mudah Dibaca

Sesuaikan CV dengan Pekerjaan yang Dilamar

Sertakan Pencapaian yang Dapat Diukur

Jangan ada TYPO, perhatikan ejaan dan tata bahasa

Sertakan Informasi Kontak yang Benar

Sebaiknya menyertakan foto diri

DON'TS

Cantumkan Informasi Pribadi yang Tidak Relevan

CV terlalu panjang. Fokus pada pengalaman yang relevan dan hindari informasi yang tidak perlu.

Berbohong atau Melebih-lebihkan

Menggunakan bahasa dan istilah yang sulit dipahami

Font yang digunakan sulit dibaca

Adith Widya Pradipta

FRONTEND ENGINEER

AUXILIARY WORK

Co-Founder and Instructor

Wegodev Indonesia | Dec 2019 - present

Join Adam Alfiansyah the founder of Wegodev to develop and bring the previous market leader crown for this online coding school and have a mission to make the programming education more accessible in the Indonesia market

Web Developer Staff

DKI Jakarta Government | Jul 2019 - Dec 2019

Help DKI Jakarta Dinas Sosial to develop various products that help social activities run by the government.

Co-Founder and Tech Guy

Momotrik.com | Feb 2021 - present

EDUCATION

Institut Teknologi Sepuluh Nopember

Bachelor of Technology | 2010

Full Stack Web Developer

Hacktiv8 Indonesia | 2017

SKILLS

I have worked with Javascript and its frameworks, React is my main tools most of my time. I am passionate about the interface, design systems, and modern frontend. I love learning/teaching new skills and make it my top priority to pursue in this technology industry

Contoh CV

GRAPHIC DESIGN PORTFOLIO 2019 - 2021 by Mayopi Prayuka

CURR-CULUM VITAE

PROFILE
Mayopi Prayuka (Yopi)
Junior Graphic Designer
Male / 20 yo.
12/05/2000, Padang, Indonesia
Live in Medan, Indonesia

EDUCATION
2018 - Now
Visual Communication Design student at Telkom Institute of Technology, Purwokerto

EXPERIENCES
2019 (Festival / Event)
As a Graphic Designer at Commit Fest from Telkom Institute of Technology, Purwokerto

LANGUAGES
| English Basic | Indonesian Conversational

INTERESTS
Games, Guitars, Stand Up Comedy, Series & Movies

SKILLS

Graphic Design	Illustration
Advanced	Beginner
Logo Design	Photography
Amateur	Beginner
Layout	Motion Graphic
Amateur	Beginner
Lettering	Editing
Amateur	Beginner
UI Design	
Beginner	

SOFTWARES

Adobe Illustrator	Advanced
Adobe Photoshop	Advanced
Corel Draw	Amateur
Adobe XD	Beginner
Adobe Premiere Pro	Beginner

CONTACT

mayopiprayuka@gmail.com

Mayopi Prayuka

+62 822 7306 0549

@mayopiprayuka

GRAPHIC DESIGN

Tools:



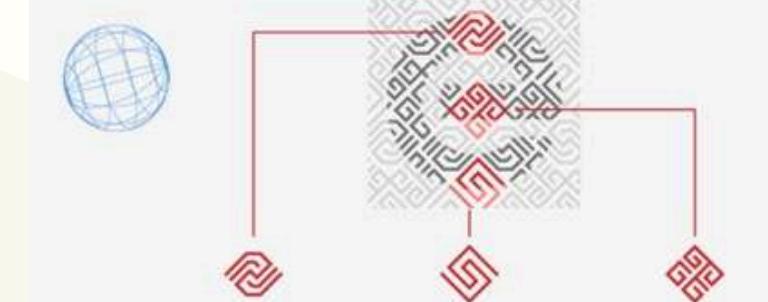
2. Logo and Visual Identity

Ethnic Style.ID (Unofficial)

Ethnic Style.ID is a company that markets woven fabric products with ethnic motifs originating from several regions in Indonesia. Like the Toraja motif from South Sulawesi and Troso motif from Central Java.

The Ethnic Style.ID logo is designed using small elements representing several ethnic woven fabric motifs sold by Ethnic Style.ID, the motifs are arranged up to form the letter 'e' which is the initials of the name of the business itself.

In addition, the form of the letter 'e' is formed using a circle pattern that means eternal, red color that means the spirit with the meaning that hopefully the Indonesian people have the spirit to keep Indonesian culture remain eternal and sustainable.



Toraja Pattern

South Sulawesi

Troso Pattern

Central Java

Toraja Pattern

South Sulawesi

#bebe2d	C: 18%	#ffffff	C: 0%	#000000	C: 75%
R: 190	Y: 91%	R: 255	Y: 0%	R: 0	Y: 68%
G: 30	M: 100%	G: 255	M: 0%	G: 0	M: 67%
B: 45	K: 8%	B: 255	K: 0%	B: 0	K: 90%



e
ethnic
style.id

Contoh CV



FARHAN HIDAYAT

Public Relations Specialist

Jakarta, Indonesia | Phone: +62 801 2345 6789 | Email: farhanhidayat@emailku.com

SUMMARY

A bachelor of communications from Universitas Kebanggaan Semua with 1+ years of experience in public relations. He's familiar with online and offline press conferences, maintaining good media relations, and writing press releases.

EXPERIENCE

PT SENANG KARENA BANYAK REZEKI – Jakarta, Indonesia

Public Relations Specialist-Full Time (June 2020-June 2021)

- Maintained relations with 3 national medias
- Wrote 1 press release per month, both in English and Indonesian
- Arranged online and offline press conferences if needed

PT AGENSI UNTUNG SELALU – Tangerang, Indonesia

Public Relations Specialist-Intern (February-May 2020)

- Assisted public relations planning for 3 clients
- Wrote 1 Indonesian press release per client per month

PT BISNIS TERBESAR SEDUNIA – Bekasi, Indonesia

Public Relations Specialist-Intern (November 2019-January 2020)

- Created and maintained lists of media contacts
- Wrote 1 English press release per 2 weeks
- Responded to media inquiries

EDUCATION

UNIVERSITAS KEBANGGAAN SEMUA (2016 - 2020)

Bachelor of Communication - GPA 3.84

SKILLS

- Writing
- Creating press release
- Offline press conferences
- Online press conferences
- Media planning
- Media relations
- Communication

FIRST LAST

New York, NY | P: +44 123456789 | first.last@resumeworded.com

EDUCATION

RESUME WORDED UNIVERSITY

Bachelor of Engineering
Major in Computer Science; Minors in Mathematics and Psychology
Cumulative GPA: 3.93/4.0; Dean's List 2015-2016

Boston, MA
Expected May 2019

LONDON SCHOOL OF ECONOMICS AND POLITICAL SCIENCE

Study Abroad Program in International Business and Globalization

New York, NY
Jul 2016 - Jul 2017

WORK EXPERIENCE

RESUME WORDED & CO. (8 employee venture-backed recruitment startup)

Data Science Intern
Jun 2017 – Sep 2017

- Built Tableau dashboard to visualize core business KPIs (e.g. Monthly Recurring Revenue), saving 10 hours per week of manual reporting work
- Aggregated unstructured data from 20+ sources to build the foundation of a new product; led to \$100,000 in new revenue
- Designed the data pipeline architecture in team of 5 for a new product that scaled from 0 to 100,000 daily active users

EXCITING COMPANY

Data Analyst Intern
Jun 2016 – Sep 2016

- Led the transition to a paperless practice by implementing an electronic booking system and a faster, safer and more accurate business system; reduced cost of labor by 30% and office overhead by 10%
- Analyzed data from 25000 monthly active users and used outputs to guide marketing and product strategies; increased average app engagement time by 2x, 30% decrease in drop off rate, and 3x shares on social media

UNIVERSITY PROJECTS

RECOMMENDATION ENGINE

Feb 2017
• Designed and implemented movie recommendation application in 4-person team using Python in 3-day hackathon
• Enabled users to be recommended movies based on 50+ data points; awarded most innovative project by Google engineer

PINTOS - MODEL OPERATING SYSTEM

Jan 2016
• Designed and implemented Unix-based operating system in 4-person team using C++
• Awarded First Prize in Computing's Senior Design Projects (out of 100 teams)

ACTIVITIES

RESUME WORDED FINANCE SOCIETY

Boston, MA
Head of Events
Sep 2017 – Present

- Founded the first ever Business Series to organize finance training for 500 students
- Organized and advertised 10+ quarterly networking events with 300+ participants in 3 universities in Boston

RWU TENNIS SOCIETY

Boston, MA
Committee Member
Jan 2017 – Present

- Managed the launch of new booking system to improve organization of events; system now used across university

ADDITIONAL

Technical Skills: Advanced in SQL, PHP, Javascript, HTML/CSS; Proficient in MATLAB, Python [enter keywords from job description, where relevant]

Languages: Fluent in French, English; Conversational Proficiency in Italian, German

Certifications & Training: Online Course in Management (Coursera), Passed Resume Worded examinations

Awards: RW's Top 30 Under 30 (2011); Won RW's nationwide case competition out of 500+ participants (2013)

**Terima kasih
atas perhatian
Anda.
Apakah ada yang
ditanyakan?**

