



FAKULTAS BISNIS
DAN EKONOMIKA
UNIVERSITAS ATMA JAYA YOGYAKARTA



Fakultas Bisnis
UKDW

PPBE
BRIGHT
EMPOWERING
SUSTAINABLE
TRUST WORTHY
PUSAT PENGEMBANGAN BISNIS DAN EKONOMI
FBE UAJY

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 SAAT INI

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?



Networking itu PENTING
Datang ke event,
Connect LinkedIn
Ikut organisasi



Siapkan CV dan
LinkedIn anda!
Social Media juga yaa

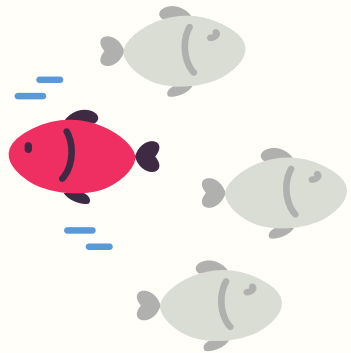


Persiapkan Interview Kerja
dengan baik. Berlatihlah!

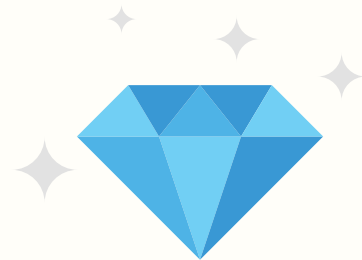
Curriculum Vitae for Personal Branding



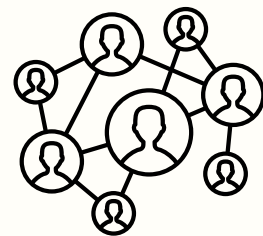
Menunjukkan kepribadian dan nilai anda.



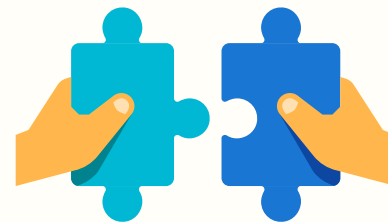
Menunjukkan Keunikan



Memperlihatkan kemampuan dan pencapaian dengan menarik



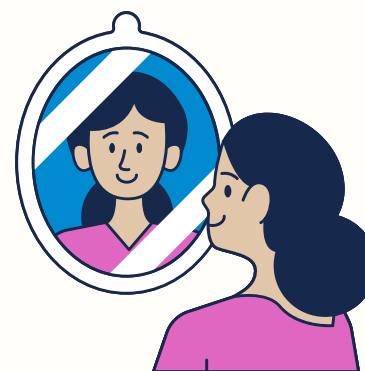
Memperluas networking



Keselaran dengan Posisi



Meningkatkan daya tarik dan perhatian perekrut



Refleksi diri. Apakah kelebihan dan kekuranganku?



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

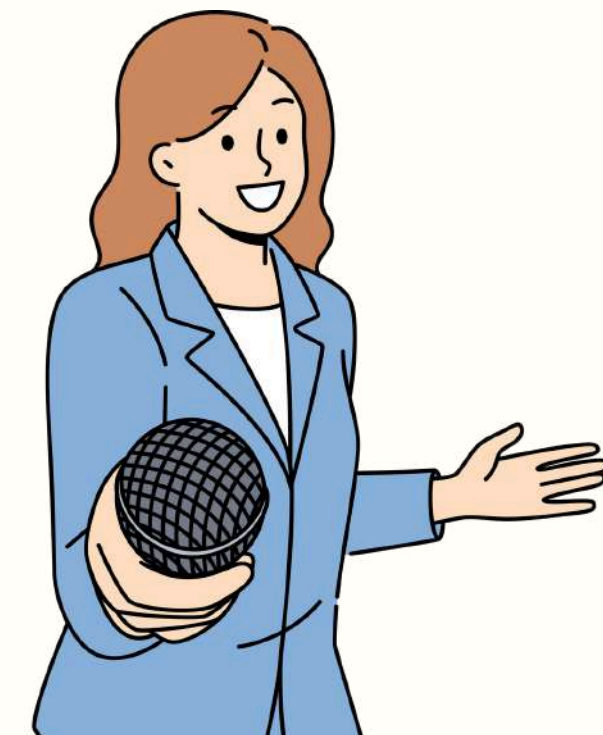
Penghargaan

Project

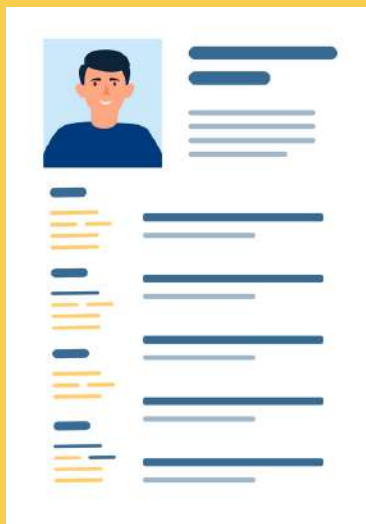
Referensi



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**

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

ATS



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


**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
azizfahreza@email.com
linkedin.com/in/aziz-fahreza
bit.ly/portofolio-aziz

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

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

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/baskara-antonio | 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 Banda Aceh, Aceh
Bachelor Degree in Law | GPA: 3.85/4.00 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 Jakarta, Indonesia
Legal and Compliance Officer-Full Time 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 Bandung, Indonesia
Legal Staff-Internship 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) Jakarta, Indonesia
Director for Research and Education 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 Jakarta, Indonesia
Legal Writer 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 CCDDP098, 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.



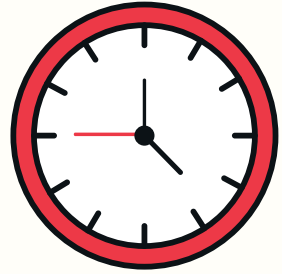
Tuliskan gelar yang Anda peroleh beserta jurusan atau bidang studi.

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.



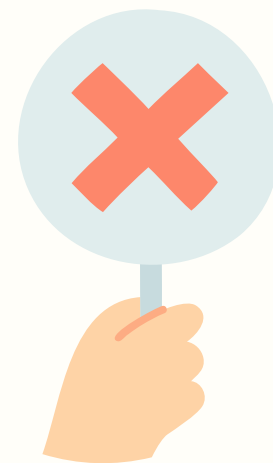
RESULT

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.

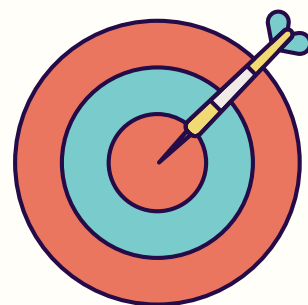
- Gunakan bullet point. Pisahkan antara hard skill dan soft skill.



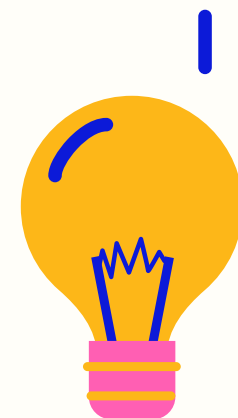
Hindari menggunakan kata “baik”, “ahli”. Jika kemampuan bahasa ditulis levelnya, misal bahasa Indonesia: penutur asli

Keterampilan Teknis:

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



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



Cantumkan sertifikasi/workshop jika ada

Hindari pakai bar/bintang



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

Contoh CV

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

WORK BACKGROUND

Senior Frontend Engineer

Kitabisa | May 2020 - present

- Creating and maintaining Kitabisa Saling Jaga web application
- Planning and execute for web performance improvements
- Lead team
- Collaborate with all domain to determine comprehensive product and technical spec

Software Engineer - Frontend

Airy Indonesia | Sep 2019 - May 2020

- Payment features enablement on Web Products
- Salesforce integration to the Web Products
- Developing and maintaining UI Libraries for the team to use
- Airy Flights baggage information enablement on Web Products
- Web frontend code and architecture migration

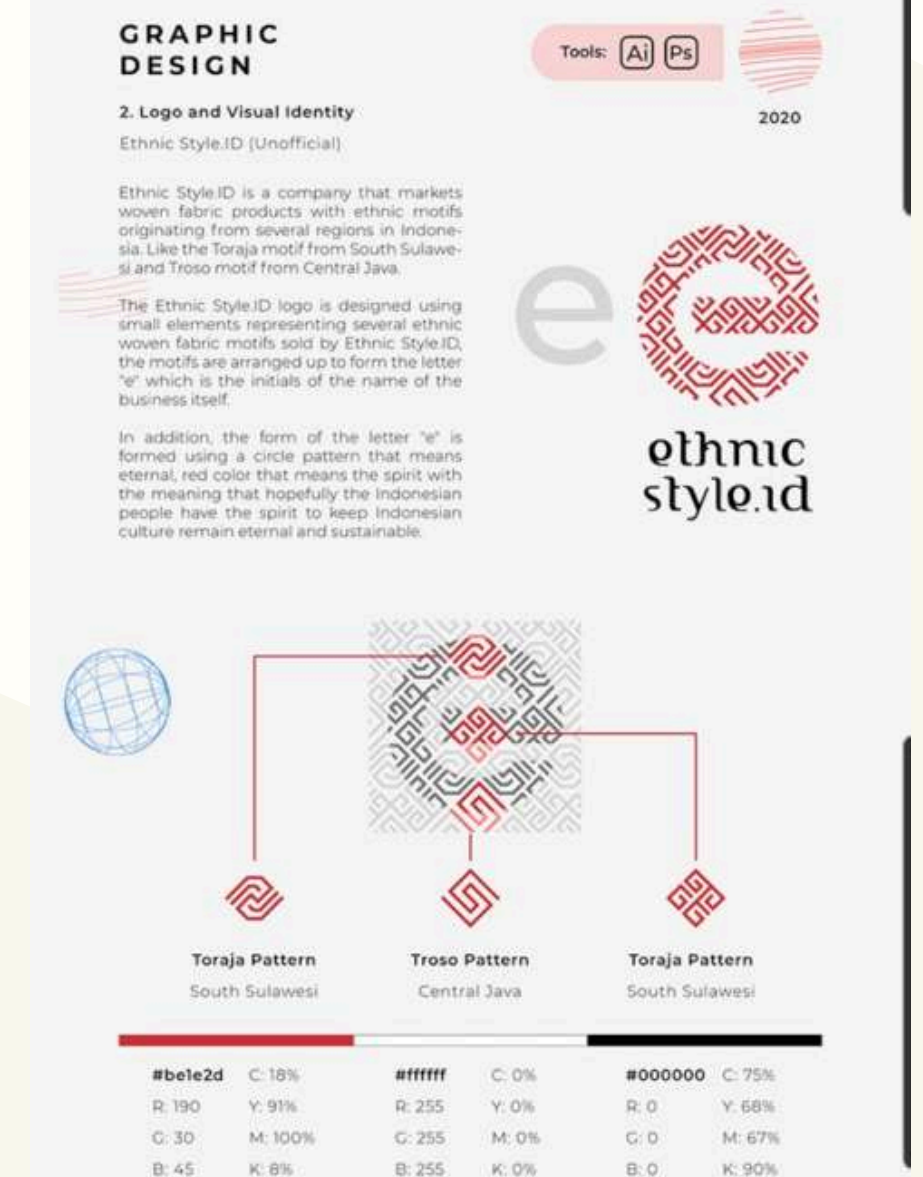
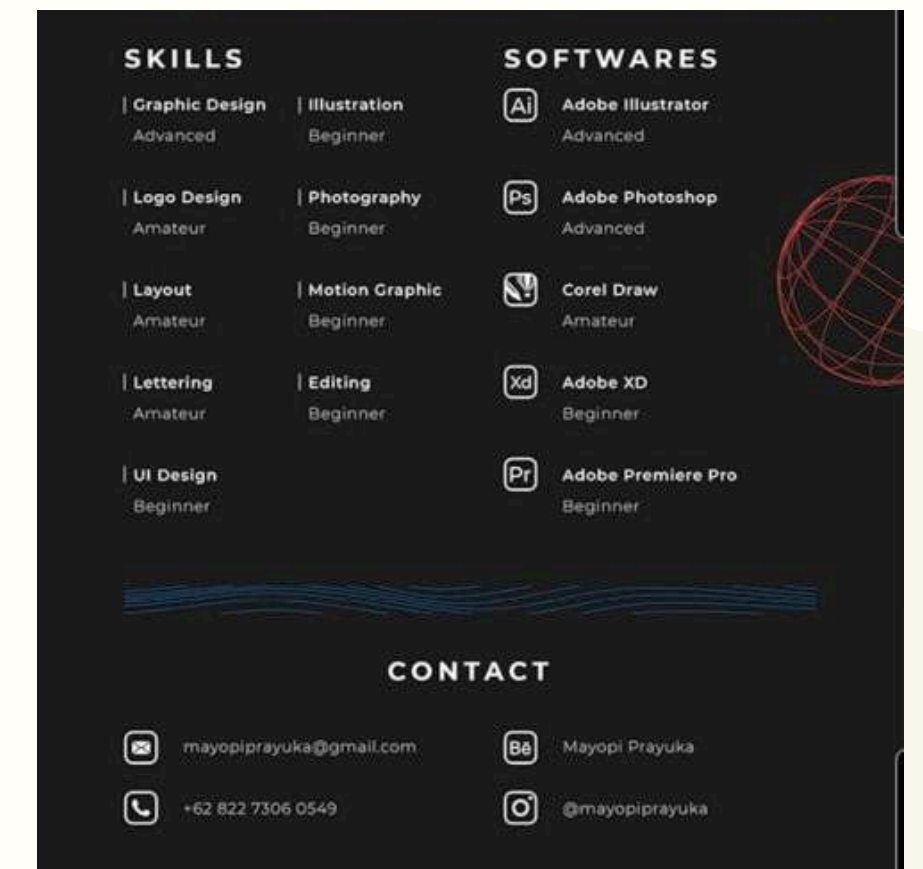
User Interface Engineer

HIJUP | Sep 2017 - Aug 2019

- Conducted from UX Research, UI Development, Components Library, and Frontend enablement of HIJUP Web Products redesign
- Develop HIJUP Travel using React, GraphQL, Strapi headless CMS and direct involvement of architecture and interface designs
- Hiring UX Designer

Web Developer Instructor

Hacktiv8 Indonesia | Oct 2018 - Feb 2020



Contoh CV

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

Relevant Coursework: Data Analysis, Software Engineering; Operating Systems; Algorithms; Artificial Intelligence

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

New York, NY

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

New York, NY

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

Head of Events

Boston, MA

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

Committee Member

Boston, MA

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)

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

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

