



# Career Day Land Your Dream Job

By: Novia Halim

HELLO

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Talent Acquisition Partner

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# Table of Contents

## What will we learn today?

- 1. Recruitment and Selection**
- 2. Curriculum Vitae**
- 3. Interview**
- 4. Offering**
- 5. Fun Facts**







# Recruitment and Selection

**Recruiting** is the process of developing a pool of qualified applicants who are interested in working for the organization and from which the organization might reasonably select the individual that fits for the role or individuals to hire for employment.





# Recruitment and Selection

Recruitment process depends on the company and what methods the company uses to find applicants for employment. However, most large and some small employers have a formal process that follows to recruit and hire new employees.



# Recruitment Process



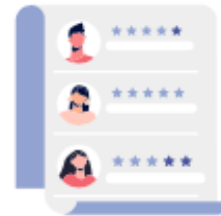
## Applications

Candidates to respond to the job ad



## Screening

Go through resumes one by one to identify prime candidates.



## Assessment

Further assess candidate's ability to do the job that recruiter are looking to fill



## Interview

Objectively evaluate and compare candidates' potential

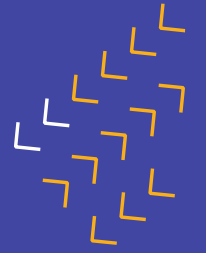


## Offer

Found the perfect hire



# 02 Curriculum Vitae





# Key Points

1

## **Write A Complete Profile**

Full name, address, active phone number, location and birth date, proper email address

2

## **Professional profile picture**

No selfie, using proper background

3

## **Education Background**

From recent to either High School or other education background before Bachelors Degree

4

## **Skills and expertise**

Professional experiences  
Hard-skills and soft-skills, language

5

## **Choosing the right design**

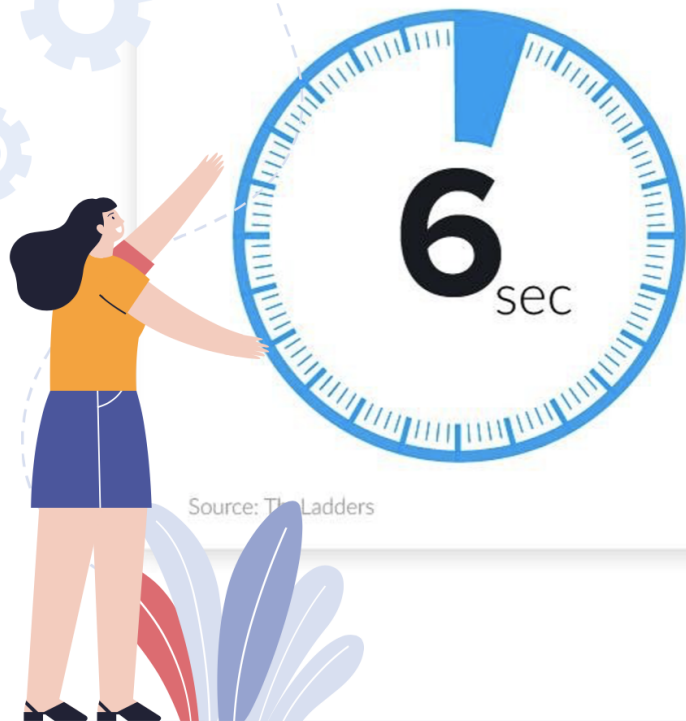
Easy-to-read fonts, concise text, bullet points to list information, avoid jargon or abbreviations

6

## **Document Format**

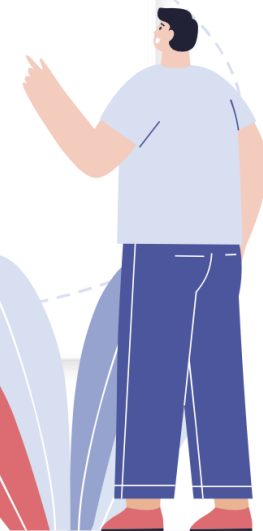
Save in PDF format, one page – or maximum one and a half pages





Source: The Ladders

Recruiters take an average  
of **6 seconds** to scan a resume.



# FRANSISCA MUTIARA ANISSA



## ABOUT ME

Fransisca is a creative marketing and management enthusiast, experienced in case study research, magazine editorial, administration and marketing communication. She is a self motivated individual who is interested in expanding new skills and experience in various industries. Versatile in her deliverables and habitually, experienced in leading projects during her time in university and workplace including voluntary work in community church.

## EDUCATION

**2009-2012**  
[Redacted] High School, Bekasi

**2012-2016**  
[Redacted] (GPA 3.36)  
International Relations Major

## PERSONAL INFORMATION

**Date of Birth**  
30 July 1994

**Phone**  
[Redacted]

**Email**  
[Redacted]

## LANGUAGE

**Bahasa Indonesia**  
Native Language

**English**  
Bilingual Proficiency

## SKILLS



## EXPERIENCE

- March - May 2017**  
Internship at Praxis Indonesia (PR Agency)
  - Assist the account coordinator in campaign for some brands such as Xiaomi's product launch for Redmi in 2017, OVO, and HokBen in various platforms (online, digital, prints).
- June - September 2017**  
Media Relations at The Yudhoyono Institute
  - Manage media appearances, including not limited to press conferences, media partnerships, media buyers as well as media monitoring for marketing communications purposes.
  - Media monitoring, press release writing, press release distribution.
- September 2017 - July 2019**  
Junior Research Associate in Secretariat Division at The Yudhoyono Institute
  - Assistant editor of Majalah Strategi project with specialization in topics such as economy, politics, and security issues.
  - Worked with various key opinion leaders from politician, parliament member, academics, and social influencer through projects and events held by TYL.
  - Responsible for promotion and social media content for Majalah Strategi using promotion tools such as facebook ads, IG ads, basic SEO knowledge.
  - Provide administration assistance, proposals, schedules, timeline management, presentation, reports and analysis on B2B.

## LEADERSHIP EXPERIENCE

- April 2015 - April 2016**  
Majelis Perwakilan Mahasiswa (Public Relations Division)
  - Actively engaged with all student bodies aspirations and create AD/ART to be complied by all student bodies within the university.
  - Manage public hearings and student board meetings to enhance collaboration or resolve conflicts between student bodies and university.
  - Manage and execute annual student body election.
- January 2018 - July 2018**  
Coordinator of KKMK Bekasi Jobfair Event (voluntary work for St. Bartolomeus Church)
  - Lead the team to conduct educational seminars for job seekers, while managing liaison officers for contributive companies participating in the event.
  - Jobfair has successfully attract roughly 1500 participants across Bekasi and Cibubur area.



Angeline Nuansa  
Vembie Irena

## Digital Marketing Specialist

[Redacted]  
[Redacted]  
[Redacted]  
2012 - 2016  
Field of study: Marketing Communication

## PROFILE

A highly motivated Digital Marketing Specialist, who is experienced in media & e-commerce industry, with a strong interest in projects that require both conceptual and analytical thinking. Always eager to learn more from anyone regardless of the industry they're working in.

## TECHNICAL SKILLS

- Facebook Ads Manager: [Progress bar: 100%]  
Catalog Manager, CPAS.
- Google Ads Manager: [Progress bar: 50%]  
SEM, Youtube, GDN.
- Mailchimp: [Progress bar: 100%]  
Newsletter.
- MoEngage: [Progress bar: 100%]  
Newsletter & Push Notifications.

## Experience

### SOCIOLLA - SENIOR DIGITAL MARKETING SPECIALIST FULL TIME - [2018 - PRESENT]

- Responsible to manage all **Sociolla.com, Lilla.id, Soco.id, Beauty Journal** Paid media which includes:
  - Budget allocation, channel planning, Ads content creation.
  - Executing, Monitoring & Analyzing Facebook, Instagram, TikTok & Google Ads.
  - Planning, Executing, Monitoring & analyzing Email Marketing Campaign.
- In charge for handling digital ads of internal brands which distributed by Sociolla such as **Mediheal, Pure paw paw, COSRX, Ariul, DHC, AHC, Like I'm 5, Rojukiss, etc.**
- Do an A/B testing for all channels to measure the most effective strategy for every campaign.

### KOMPAS GRAMEDIA - DIGITAL STRATEGIST FULL TIME - [2017-2018]

- Established new relation as a media partner, to support clients event.
- Planned & managed all activities which include budgeting, timeline establishment, reserving the event location, developing a theme, selecting keynote speakers.
- Maintained good relation with clients to deliver the suitable ideas according to their preferences.
- Created & analyzed Facebook and Instagram ads for all client's campaign.

### ACOMMERCE - SEO SPECIALIST INTERN - [2016]

- Created on-site & off site content for clients such as **Momobil, Eager, Khiel's & bobobo.**
- Did a keyword research & assessment to optimize page performance.
- Built relation with blogger & content creator to create a link network.



## CURRICULUM VITAE

Full Name : Rohana Binti Abd Rahman  
 NRIC : 790617-10-5558  
 Nationality : Malaysian  
 Resident Address : B-8-16, Apartment Jelutong, Jalan SH 1/2, Selayang Heights, 68100 Batu Caves, Selangor.  
 Permanent Address : Batu 2, Kampung Kunci Air Buang, 45500 Tanjong Karang, Selangor.  
 Telephone : 03-6279 7559 (office), 019-217 0617 (hand phone)  
 Fax : 03-6275 0925  
 e-mail Address : rohanasr@frim.gov.my  
 Marital Status : Single  
 Languages : Bahasa Malaysia/ English - both oral and written  
 Computer Literate : SPSS, STATISTICA, Word, Excel, Power Point, Print Artist, reviews, shazam.  
 License : B2 and D



## EDUCATION

11<sup>th</sup> August 2005 Graduate School of Management, UPM Serdang.  
 Awarded the Degree of Master Science major in Marketing  
 10<sup>th</sup> May 2001 University Putra Malaysia, Serdang, Selangor  
 Bachelor of Economics (Hons.) major in Business and International Trade Second Class Upper  
 1<sup>st</sup> April 1998 Matriculation of UPM - Kurniawan College, Cheras  
 1992 - 1996 Sek. Agama Men. Seri Desa  
 Sijil Pelajaran Malaysia Grade 1  
 Sijil Menengah Agama Good  
 Penilaian Menengah Rendah Cred A

## FIELDS OF SPECIALISATION

- Forest Economics & Management
- Resource Economics
- Trade & Industry
- Statistics for Management & Economics
- Marketing
- Socio-Economics

## WORK EXPERIENCE

June 2006 - present Research Officer  
 Economic and Strategic Analysis Programme,  
 Innovation & Commercialization Division,  
 Forest Research Institute Malaysia (FRIM), Kepong, Selangor  
 January 2007 - April 2007 Lecturer (part time)  
 Faculty of Forestry, UPM. Subject: Forest Economics  
 June 2001 - July 2005 Research Assistant (contract)  
 Prof. Dr. Mohd Shahwahid Haji Othman,  
 Faculty of Economics and Management, UPM.  
 Nov. 2003 - April 2005 Tutor (part time)  
 Department of Economics,  
 Faculty of Economics and Management, UPM  
 Subject: ECN4311 Project Planning and Evaluation

## ♥♥♥♥♥♥♥♥♥♥ Lila Lewis ♥♥♥♥♥♥♥♥♥♥

### Objective

To find a job as a paralegal!!

### Work Experience

New York University Office of Admissions (current employer)  
 111 Washington Square Park

New York, New York 10019  
 (212) 333-3566

### Assistant to the Director of Admissions

I worked for the Director of Admissions. I was really effective at getting the Director's coffee, picked up her copy of the New York Times from the mailroom, wrote down her appointments in my Filofax, and answered her telephone when she's in meetings.

### Bank of America

#### Secretary

I worked for the manager of the bank and did his filings. My organizational skills are phenomenal.

P.S. 447

### Teaching Assistant

I worked at this elementary school helping third graders with their handwriting and multiplication tables.

### Lower East Side Dance Academy

#### Instructor

I work with 6 and 7 year olds and teach them ballet.

### Cold Stone Creamery

#### Summer Employee

I scooped ice cream for customers during the summer of 2004.

100 5<sup>th</sup> Avenue, Apartment 150  
 New York, New York 10000  
 (212) 244-2444  
 llittlegal999@aol.com  
 SSN: 111-22-3345  
 Marital Status: Single (I)  
 Religion: Presbyterian

### Hobbies/Memberships

while living in a really expensive part of Manhattan, was on the dean's list in 2008 for my great GPA that semester, was told I was a really good dance instructor by my students.

Speak break 2004 coordinator (I booked the flights to Cabo), president of NYU's chapter of "We Live Our Goldenhoodles." I was an extra in Scream 4. Knitting, playing Call of Duty, enjoy spinning at SoulCycle (or Flywheel when they're having a promotion) eating pad thai, following the Jonas Brothers (Jonas) when they're on tour, ice dancing in my spare time, member of NYU's chapter of the Young Libertarians.

### Education

New York University  
 Major: English, Communication  
 GP: 2.73  
 New York, New York

Walter Martin High School  
 777 Long Hill Road South  
 Silver Spring, MD 20906  
 Dates attended: From 2002-2006

Clarendon Middle School  
 3664 Connecticut Avenue  
 Silver Spring, MD 20906  
 Dates attended: From 1999-2002

Seaman Elementary School  
 663 N. Adams Street  
 Silver Spring, MD 20906  
 Dates attended: From 1993-1999

### References Are Available Upon Request (But here are some now):

Fiona Appleman  
 677 Centre Street  
 New York, New York 10023  
 (212) 772-2224  
 (former top dancing instructor)

James Grubbs  
 45 Lexington Avenue  
 New York, New York 10018  
 (347) 688-9220  
 (boss at Cold Stone Creamery)

### Personal Qualities

Energetic, enthusiastic, reliable, funny, courageous, witty, smart, flexible,

# Crafting Your Cover Letter

**1**

**Explanation about yourself**

**2**

**Relevant skills to the position applied**

**3**

**5W Rule**

- Who you are writing to
- Who are you
- Why you are interested in the position
- What are the relevant experience and skills
- Why you are the ideal fit for the role

**4**

**No typos**

**5**

**Customize the cover letter based on the company that you are applying to**

**6**

**A PDF format file**



**JOHN DOE**

Lembah Hijau Gobel Blok D.11 No. 2

Depok, 16452

T: 08763840524 E: [johndoe@gmail.com](mailto:johndoe@gmail.com)

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**KPMG Indonesia**

KMPG Tower, 32nd Floor,

Jl. M.H. Thamrin Kav 28-30, Gondangdia, Menteng,

Jakarta Pusat, DKI Jakarta 10350

Jakarta, 22 November 2019

Dear HR Team,

I am, John Doe, pleased to submit my application for **Human Resources (Recruitment) Associate** at KPMG Indonesia.

I am a Psychology graduate from Universitas Indonesia. I am currently working as Talent Acquisition Lead at Lazada for almost 3 years. During my work here, I have been involved in all aspects of HR including the end-to-end recruitment process as well as managing the Talent Acquisition team, performance management, also counselling. I also had the experience as a Recruiter in Zalora Group for 6 months.

Working in a start-up company offers me a great opportunity to explore my potential. Because the industry is very dynamic and very fast-paced, I can utilize my knowledge, skill, and experience for the growth of the company and my career. Hence, with this experience, I can describe myself an adaptive, proactive, fast learner, hardworking, and committed individual. Nothing provides me with more satisfaction than bringing contribution to the success of a company.

Recently, I have gained an interest to develop my knowledge and enhance my skill more in a sustainable environment like **KPMG** Indonesia. I have developed a skill set directly relevant to role you are looking for, including able to work under pressure and on a tight schedule as well as working in fast moving environment, because working in a start-up I must be able to think critically and execute everything perfectly in a very short term. It would be an honor for me to be able to work in a position and learning and growing along within this company.

Within this letter, I attached my Curriculum Vitae. I would be delighted to discuss this matter further with you, as I can be contacted through email ([johndoe@gmail.com](mailto:johndoe@gmail.com)) or phone number (+62 8274850347). Thank you and hope to hear from you soon.

Best regards,

John Doe



# 03 Interview



# Interview

**Interview** is a conversation between two people (the interviewer and the interviewee) where questions are asked by the interviewer to obtain information from the interviewee.

## Different kinds of interview;

1. Phone Interview
2. Face-to-face Interview
3. Online Interview
4. Panel Interview
5. Technical Interview





# Behavioral Based Interview (BBI)



Behavioral interview questions are a proven way to reveal a person's potential, specifically their ability to adapt, grow, collaborate, prioritize, lead, and strengthen company culture.

By looking at their past behavior as well as their skills and experience, the recruiter will instinctively know if the candidates have all the qualities needed in the next hire



# BBI Examples



## Adaptability

Recall a time when you were assigned a task outside of your job description. How did you handle the situation? What was the outcome?

## Leadership

Tell me about the last time something significant didn't go according to plan at work. What was your role? What was the outcome?



## Culture Add

What are the three things that are most important to you in a job?

## Growth Potential

What would motivate you to make a move from your current role?

## Collaboration

Tell me about a time when you were communicating with others and they did not understand you. What did you do?

## Prioritization

Tell me about a time when you had to juggle several projects at the same time. How did you organize your time? What was the result?

# The Questions and The Answers



S

## Situation

An event, project, or challenge faced

T

## Task

Your responsibilities and assignments for the situation

A

## Action

Steps or procedure taken to relieve or rectify situation

R

## Result

Results of actions taken

- Who are you
- Why are you here
- Your previous experiences
- Your related skills
- Your recent win
- Etc...



# 04 Offer







# CONGRATULATIONS

**You are hired!**





# Negotiation Problem



## DO YOUR RESEARCH

Research the market salary range for the position and find out the organization's pay strategy.

## BE LIKEABLE

You should discuss problems with an offer in a pleasant and polite way.



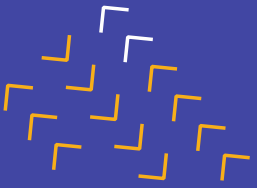

## Offering

## KNOW YOUR VALUE

Tie the value of the salary you are requesting to the impact you will make on the company in a quantifiable manner.

## THE LEARNING OPPORTUNITIES

Having the opportunity to learn and get career experience is as important, or more important, than the amount of money you're earning.



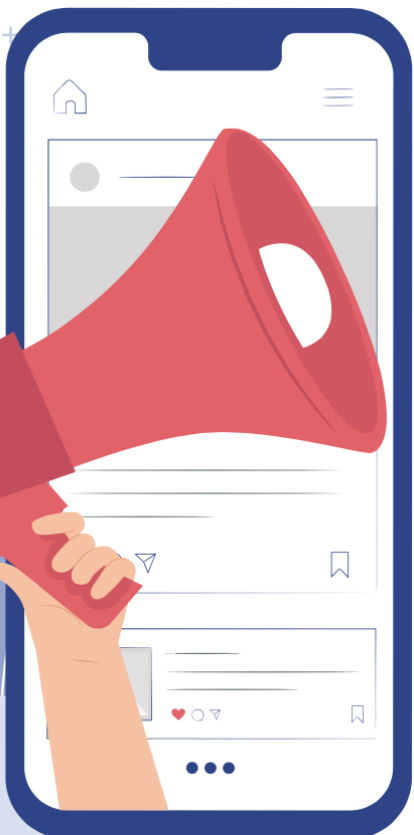


# 05

## Fun Facts



# Be Active on Social Media



Choose your social media channels to match your image



Update your accounts regularly



Join groups specific to each social media network



Participate less in conflictual topics

Take inspiration from what others are doing but never copy



# ●●● A Good LinkedIn Profile

**Add a professional profile photo.** A good profile photo increases the credibility of your profile and helps you stand out from the crowd.

**Make your headline stand out.** Your recent experience. Do not put any quotes on the headlines.

**Write a summary.** The About section of your profile should express your mission, motivation, and skills to people who view your profile.

**Add all your relevant work and education experiences.** You should keep the profile updated with all your professional experiences that align with your current career goals.

**Add relevant skills.** A list of relevant skills on your profile helps you showcase your abilities to other members.

**Request recommendations from your connections.** A recommendation is written to recognize or commend a connection







**ANY  
QUESTIONS?**

