

CAREER DAY

Land Your Dream Job

By Inez Christabel



INEZ CHRISTABEL

Talent Acquisition Specialist

○ Lamudi.co.id

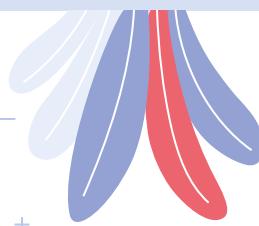
inez.simanjuntak@lamudi.co.id

<https://www.linkedin.com/in/inez-christabel-simanjuntak-157866126/>



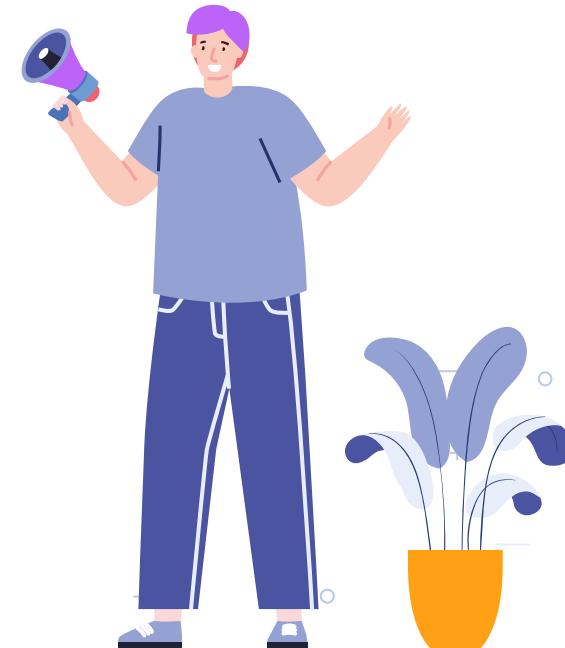
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01

Recruitment and Selection



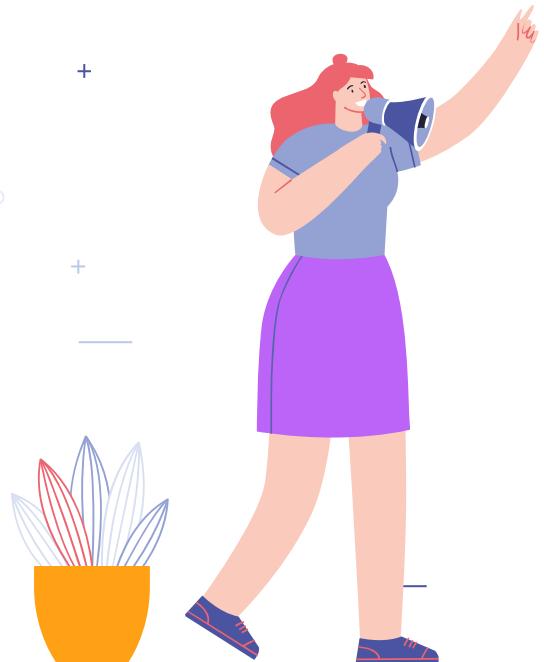
Recruitment and Selection

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

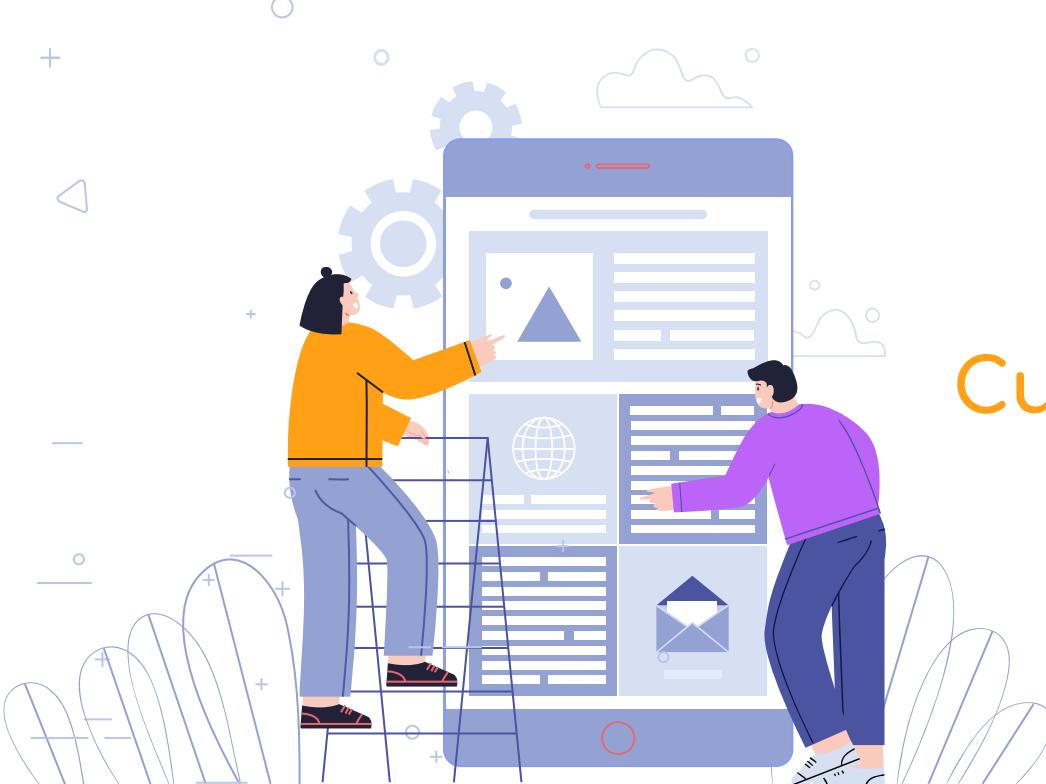


Offer

Found the perfect hire

02

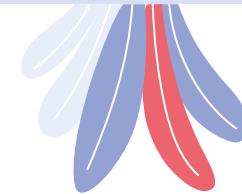
Curriculum Vitae



Crafting Your Curriculum Vitae



Welcome to 'How to Land Your Dream Job, Step 1'



KEY POINTS



Write A Complete Profile

✓ Full name, address, active phone number, location and

birth date, proper email address

Professional looking profile picture

Education Background

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

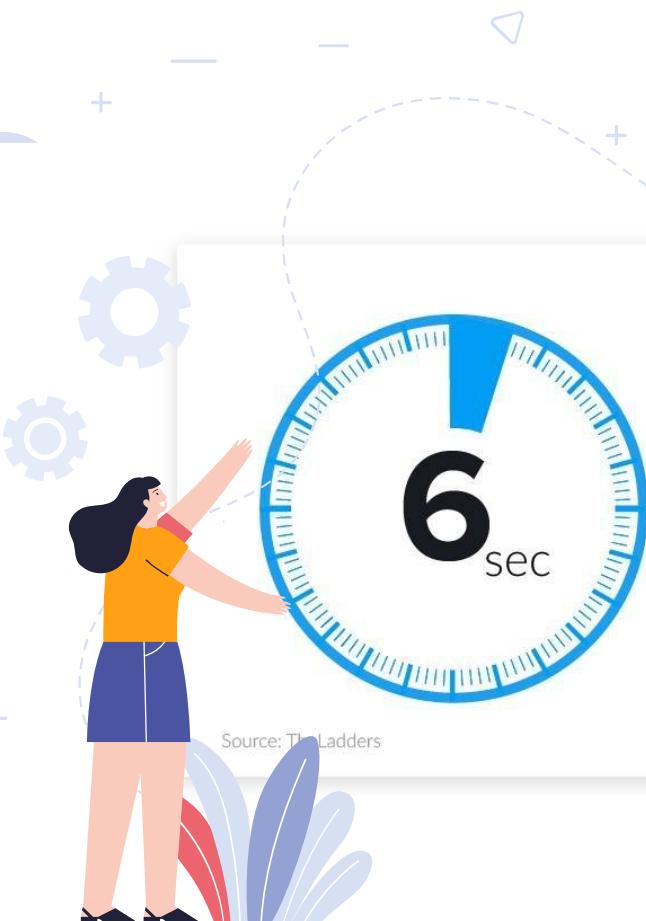
Skills and expertise

✓ Professional experiences

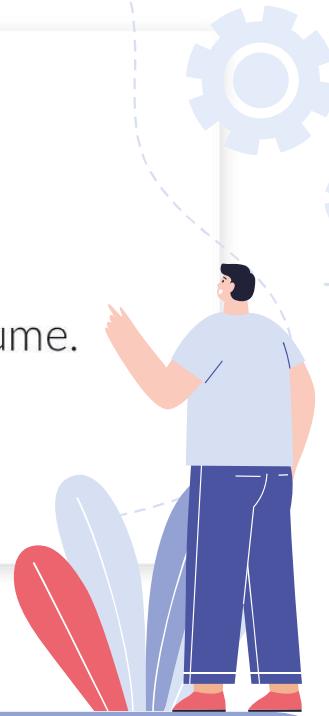
✓ Hard-skills and soft-skills, language

Choosing the right design

One page or maximum one and a half pages in PDF format



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



FRANSISCA MUTIARA ANISSA



ABOUT ME

Tiara 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 are 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 High School, Bekasi
- 2012-2016 International Relations Major (GPA 3.36)

PERSONAL INFORMATION

- Date of Birth
30 July 1994
- Phone
[REDACTED]
- Email
[REDACTED]

LANGUAGE

- Bahasa Indonesia Native Language
- English Bilingual Proficiency



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 TYI.
 - 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 compiled 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 KMMK 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



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: Catalog Manager, CPAS.
- Google Ads Manager: SEM, Youtube, CDN.
- Mailchimp: Newsletter.
- MoEngage: Newsletter & Push Notifications.

Experience

SOCIOILLA - SENIOR DIGITAL MARKETING SPECIALIST FULL TIME - [2018 - PRESENT]

- Responsible to manage all **Socioilla.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 Socioilla 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**, **Khie's** & **bobobo**.
- Did a keyword research & assessment to optimize page performance.
- Built relation with blogger & content creator to create a link network.

Good CVs example

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, 65100 Batu Caves, Selangor,
Batu 2, Kampung Kunci Air Buang,
45500 Tanjung Karang, Selangor.

Telephone : 03-62797559 (office), 019-217 0617 (hand phone)

Fax : 03-6275 0925

e-mail Address : rohanas@rim.gov.my

Marital Status : Single

Languages : Bahasa Malaysia/English - both oral and written

Computer Literate : SPSS, STATISTICA, Word, Excel, Power Point, Print Artist, eviews, shazam.

License : B2 and D



EDUCATION

11 th August 2005	Graduate School of Management, UPM Serdang. Awarded the Degree of Master Science major in Marketing
10 th May 2001	University Putra Malaysia, Serdang, Selangor Bachelor of Economics (Hons.) major in Business and International Trade Second Class Upper
1 st 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 Credit 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) 555-3566

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 3rd Avenue, Apartment 15C
New York, New York 10001
(212) 299-2999
littlegal4999@aol.com
SSN: 199-22-3595
Marital Status: Single (I)
Religion: Presbyterian

Accomplishments

Graduated from high school and college, saved up a lot of money 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.

Hobbies/Memberships

Spent break 2009 coordinator (I booked the flights to Cuba), president of NYU's chapter of "We Love Our Goldendoodles," 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 (Jabros) 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
GPA: 2.75
New York, New York

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

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

Bethesda Elementary School
665 N. Adams Street
Silver Spring, MD 20906
Dates attended: From 1995-1999

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

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

James Grunwald
45 Lexington Avenue
New York, New York 10018
(347) 888-9220
(bass at Cold Stone Creamery)

Personal Qualities

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

Crafting Your Cover Letter



Welcome to 'How to Land Your Dream Job, Step 2'



Crafting Your Cover Letter

Explanation about yourself

Relevant skill to the position applied

5W Rule

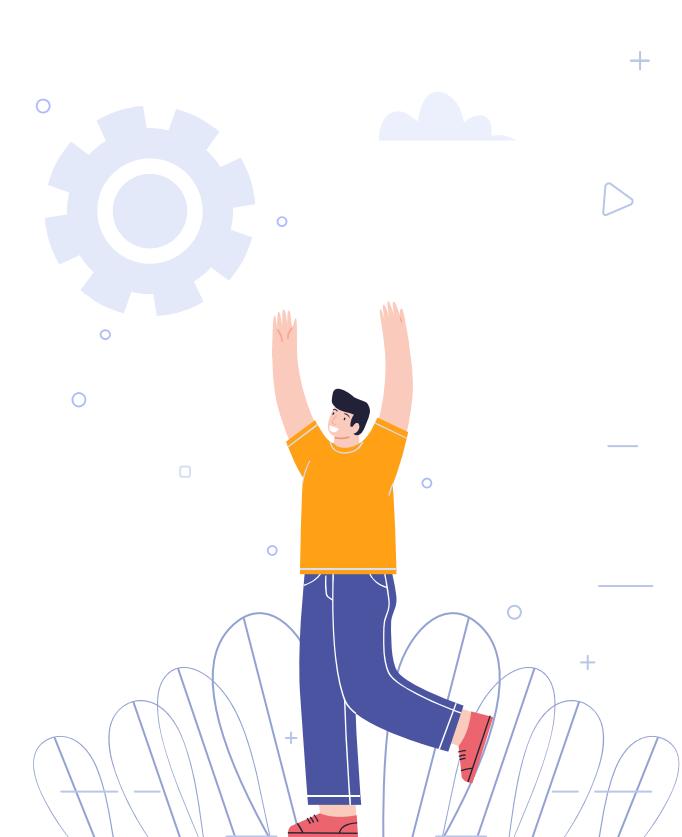
- ✓ Who you are writing to
- ✓ Who are you
- ✓ Why you are interested in this position
- ✓ What are the relevant experiences and skills
- ✓ Why you are the ideal fit for the role

No typos

Customize the cover letter according to the job applied

A PDF format file

Key point; keep it concise



JOHN DOE

Lembah Hijau Gobel Blok D.11 No. 2
Depok, 16452
T: 08763840524 E: johndoe@gmail.com

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 that 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 KMG 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.

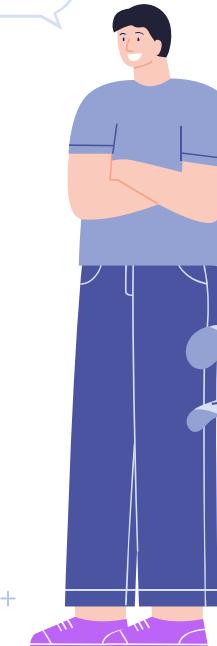
Within this letter, I attached my Curriculum Vitae. I would be delighted to discuss this matter further with you, as I can be contacted through email (johndoe@gmail.com) or phone number (+62 8274850347). Thank you and hope to hear from you soon.

Best regards,

John Doe

03

Interview



Interview

Interview is a conversation between two

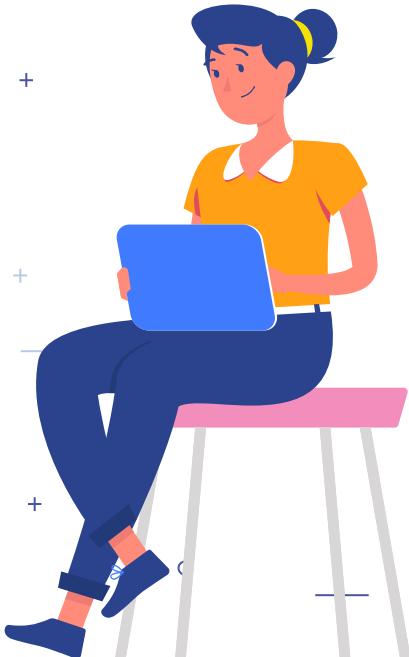
- o people (the interviewer and the interviewee) where questions are asked by the interviewer to obtain information from the interviewee.

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 someone 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

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

T Task

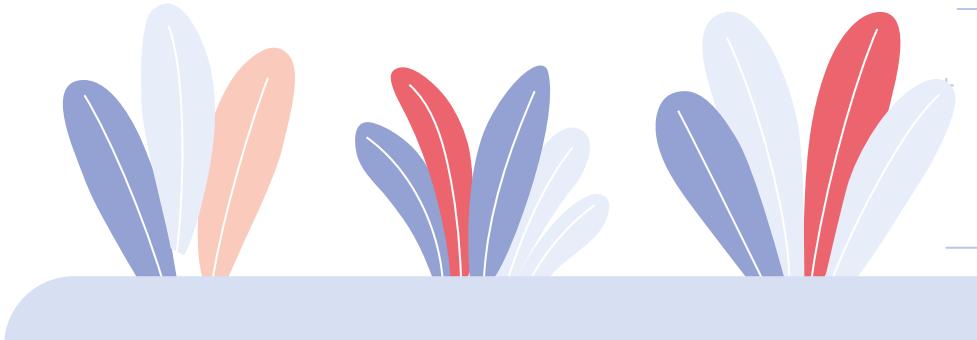
Your responsibilities and assignments
for the situation

A Action

Steps or procedure taken to relieve or
rectify situation

R Result

Results of actions taken



Mastering Your Online Interview



Mastering Your Next Virtual Interview

Ayu Dwi Astuti
Sr. Talent Acquisition Specialist

In efforts to limit the spread of COVID-19,

**interviews in
Lamudi.co.id has moved
virtually by leveraging
online video calls**

such as  Skype  zoom  Google Hangouts
to connect with our candidates.

How do you prepare for a successful virtual interview?

Swipe to read!

Lamudi...

Test your technology minimum 10 minutes before the interview

-  Check your internet connectivity
-  Confirm your camera and microphone are working

1. Set the Scene and Minimize Distractions

Find a room with optimal lighting, preferably near a window, or a blank wall to guarantee you're the focal point of the conversation.

PREPARATION IS KEY

Ultimately, the key to facing a virtual interview is proper preparation and be ready for any questions that will help set you apart from other applicants.



LaMudi

2. Practice, Don't Memorize

Keep everything simple. Avoid giving vague and long explanations. Being clear and concise is one of the most important things in a job interview.

3. Dressed to Impressed

Dress as you would for an in-person interview. Professional clothing will show you're serious about the position.

Make a Great Impression

How to Make a Great Impression at an Interview

Anne Hermans
Director of Operations & People



1 Do Your Homework

Remember whom you have interviewed with before (write down names if you need to!) and make sure to **have takeaways** from the previous interview.

I find it vital for people to **remember names** and to be able to **build on** previous time spent in the interview process. It shows genuine **interest** and the **ability to synthesize**.

2 Connect the Dots

Have three examples ready of how you specifically can thrive in this position. Talk about how you can contribute because of **past experiences** and which **skills that you have developed** are crucial to have for this position.

Make sure to illustrate how you can not just maintain the job, but **revolutionize** it because of all your previous lessons.

3 Accept the Challenge

Expect to receive some **critical questions** during the interview that might challenge you.

Take those as an opportunity, I want to see how I can get the most out of you and help you to reach new heights.

4 Be Open to Connect

An interview is a perfect place to get to know one another better. It's not like a TV Show with a big buzzer yes or no, instead, we are looking for the perfect fit and want to get to know you.

Even if you are not fit for this job, there could always be an opportunity around the corner if you manage to build a lasting impression.



04

Offer



CONGRATULATIONS!

You are hired!

Negotiation Process

DO YOUR RESEARCH

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

OFFERING

BE LIKEABLE

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

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



Do not participate in any conflictual topics



Join groups specific to each social media network



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?



inez.simanjuntak@lamudi.co.id

