


Ghanniy Fitra

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Career Objective

Obtaining any position in specified divisions: Public Relations; Marketing Communication; Marketing; Digital Marketing; and Business Development.

Personal Qualification

Communication starting from commune, which is understanding. Communication is more than just talking or chat. I don't say communication will always be successful, but communication is worth a try. Therefore, I am eager to always communicate to achieve the goal, either verbally or nonverbally; to understand the situation comprehensively more than the others; and to not just talking but do real some actions to bring valuable contributions.

I am the one who likes to deal with the campaign, collaborating persuasive words and sentences, with advertising and other communication methods. I don't do what the Company's wants, yet what is significantly needed by the Company.

I love to get along, either being as a leader or a member of a team. I am the one that will ensure that there is no impossibility to the Company to achieve the vision.

Working Experiences

• **Employee Branding**

Traveloka.com

Oktober 2015 – Februari 2016 (5 months) Jakarta

Responsibilities:

- Build a concept about the hiring program with many campus;
- Ensure the Program well planned and executed;
- Sponsorship; and
- LinkedIn Career Page (Concept, Content, Design, Caption, etc).



• **Partnerships**

Traveloka.com

September 2015 – Februari 2016 (6 months) Jakarta

Responsibilities:

From end to end Partnership Management

- Identifying the project's business angle;
- Negotiate and communicate to third party to have their mutual understanding;
- Plan the mechanism of projects;
- Execute the projects;
- Evaluating the project's prosperity; and
- Managing our partners.



**Educational
Background**

- **Media and Communications**

- **Traveloka.com**

- Juli 2015 – Februari 2016 (8 months) Jakarta

- *Responsibilities:*

- - Arrange Media Gathering For the Company;
 - - OFF Page SEO;
 - - Make Brain Awareness;
 - - Maintain Media Relations;
 - - Maintain Reputation Management;
 - - Make a Branding and Corporate Communication; and
 - - Media Framing.



- **Lecturer Assistant**

- **Universitas Prof Dr Moestopo**

- Februari 2015 – Juli 2015 (6 months) Jakarta

- Lecturer assistant for Press Release subject. My responsibility are make sure the class understand about:

- - Press conference;
 - - Media Schedule;
 - - Press Release; and
 - - Blog.



- **Payment Processing Analyst**

- **Lazada Group**

- Maret 2015 – Mei 2015 (3 months) Jakarta

- *Responsibilities:*

- - Payment Processing;
 - - Analyst in Payment methods (cc, bt, refund, etc);
 - - Indirect communications.



- **Universitas Prof. Dr. Moestopo (Beragama)**

- **Gelar Sarjana, Ilmu Komunikasi, 3.8 out of 4**

- 2012 – 2015

- Three and half years

- CGPA 3,8 out of 4

- Achievement :

- - No repeated subject

- Activities:

- - Executive councils;
 - - FIKOM carnival committee



- **Universitas Padjadjaran (Unpad)**

- **Gelar Sarjana, Hukum, 3,31**

- 2007 – 2011

- SPMB 2007

- GPA 3,31

- Activities:

- - BEM
 - - KAMPOENG JAZZ





- **Pangudi Luhur**
High School, Natural Science, 26,80
2004 – 2007

Achievement:

- Best student for 1st and 2nd year in row;
- 26,9 gpa out of 30,0;
- 2nd best student in last year.

Activities:

- OSIS treasurer;
- PL FAIR committee 2005 - 2007;
- MPS committee.

Skills and Capabilities

- **Computer literacy:**
 - Windows 7 and 8;
 - Microsoft Word, Excel, PowerPoint, Outlook;
 - Macintosh Apple Snow Leopard.
- **Communications:**
 - Press Release;
 - Media Relation;
 - Media Kit;
 - Campaign;
 - Negotiation;
 - Media Placement;
 - Brand Image;
 - Speech; etc.
- **Marketing:**
 - Digital Marketing; and
 - Off-line Marketing (events).

Organizational Experiences

- **Senat Mahasiswa UPDMB**
Koordinator Bidang Hubungan Masyarakat
From 2013 - 2014
In my period, i create many event that show me how to be organizer and communicator, yet i manage to being a good team member in my campus.
- **Kampoeng Jazz**
Koordinator Bidang Dana
Agustus 2008 – Oktober 2008

Kampoeng Jazz was first made in 2008 by the Student Executive Board of Law Faculty of Padjadjaran University. Kampoeng Jazz was established because of concern for the accomplishments in the arts, especially music in Padjadjaran University. Also, lack of appreciation in art does not get a place in campus policy makers. In addition, there is no artistic event to spearhead the development of the campus beside the academic subject
- **PL FAIR 2006**
Head of divisions Sponsorship
Agustus 2006 – Mei 2007

I managed to gain sponsorship about 700 million along with the donatur division. My experiences work with company that support our event like sosro, telkomsel, xl, mata elang and others minor company trained me to be a better negotiator