



DAFFA MUHAMMAD ARDIAN, S.I.Kom.

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Learning by doing is my principle in order to improve skills and develop professionally. I am confident in my ability to produce innovative, creative and visionary thinking. I have a career interest in the fields of Public Relations, Marketing Communication, Product Management, Social Media Executive, Brand Activation Executive, and Business Development.

EXPERIENCE

2020

PUBLIC RELATIONS, PT BINTANG ANUGRAH SURYA SEMESTA (BASS) TRAINING CENTER & CONSULTANT

Internship

Jobdesc: Planning public relations programs, Maintaining relationships with the media, Conducting online seminars (Webinars), Making documentation of activities.

2020 - NOW

DIRECTOR, PT BINTANG ANUGRAH SURYA SEMESTA (BASS) TRAINING CENTER & CONSULTANT

Full-time

Jobdesc: Making Strategic Plans, making Macro/Micro Training Need Analysis (TNA), designing Standard Operating Procedures (SOP), conducting Instructor Mapping, carrying out marketing, and conducting MONEV (Monitoring and Evaluation).

2021 - NOW

INSTRUCTOR, PT BINTANG ANUGRAH SURYA SEMESTA (BASS) TRAINING CENTER & CONSULTANT

Freelance

Jobdesc: Planning the presentation of training materials, designing learning media, managing training tools and materials, conducting online/offline training, compiling job training modules, and compiling training programs.

2021 - NOW

ASSESSOR OF COMPETENCY, LEMBAGA SERTIFIKASI PROFESI FASILITATOR, INSTRUKTUR, & TENAGA KEPELATIHAN

Freelance

Jobdesc: Planning Activities and Assessment Processes, Carrying Out Assessments, and Contributing to Assessment Validation.

2022 - NOW

MEMBER, HIMPUNAN PENGUSAHA MUDA INDONESIA (HIPMI JAYA)

Freelance

Jobdesc: Implement programs to support organizational objectives

EDUCATION

2017 - 2021

BACHELOR'S DEGREE, LSPR COMMUNICATION & BUSINESS INSTITUTE

Concentration: Public Relations

GPA: 4.00 (A)

PROJECTS

2019

CREATIVE PUBLIC RELATIONS AND PUBLICITY: SECOND CHANCE FOR SUCCESS,
LSPR COMMUNICATION & BUSINESS INSTITUTE

Public Relations Campaign

2020

**PUBLIC RELATIONS SHOWCASE 2020: SHOPEE BUSINESS ETHIC THROUGH
COMMUNICATION AND EDUCATION (SHOPEESTICATED)**,

LSPR COMMUNICATION & BUSINESS INSTITUTE

Documentation

2020 - 2021

CORPORATE SOCIAL RESPONSIBILITY (CSR): CIAO, FRIENEMY!,

LSPR COMMUNICATION & BUSINESS INSTITUTE

Communication Team

2020 - 2021

**PUBLIC RELATIONS RESEARCH (QUALITATIVE): THE ROLE OF PUBLIC RELATIONS
OF PT BASS TRAINING CENTER & CONSULTANT IN CORPORATE PUBLIC
COMMUNICATIONS**,

LSPR COMMUNICATION & BUSINESS INSTITUTE

Public Relations Research (Qualitative)

2021

MICRO TRAINING NEED ANALYSIS (TNA), PT BINTANG ANUGRAH SURYA SEMESTA

Micro Training Need Analysis (TNA) Research

2021

**MONITORING THE IMPLEMENTATION OF MANDATORY COMPANY
CERTIFICATION**, DINAS KETENAGAKERJAAN KOTA TANGERANG SELATAN

Monitoring The Implementation of Mandatory Company Certification Program

2021

STRATEGIC PLAN, PT BINTANG ANUGRAH SURYA SEMESTA

SKILLS

- Communication
- Leadership
- Teamwork
- Self-Management
- Critical Thinking
- Analytical
- Planning and Organising
- Problem Solving
- Negotiation
- Initiative
- Fast Learning
- Technology
- Copywriting
- Marketing
- Customer Service Professional
- English

LICENSES & CERTIFICATIONS

- Public Relations Officer BNSP Certificate
- Coordinating of Work Training Center BNSP Certificate
- Qualification Competency Certification Scheme 3 BNSP Certificate
- Assessor Of Competency BNSP Certificate
- Best Project Award Certificate "SHOPEESTICATED" (Documentation Division)
- Certificate of Appreciation: Participating in Research Centre's Book Discussion "Adapt or Die"