

APPLICATION LETTER
South Tangerang | 081287639931 | daffaardn10@gmail.com

Dear Recruiters,
PT Jaya Real Property, Tbk

Hope your day is going well so far! I'm greatly interested in **applying for the Marketing Communication position**. My qualities and passion in the Communication Industry make me a qualified candidate for this role and a potential key component of your team.

My name is **Daffa Muhammad Ardian**, a **Bachelor of Communication Science (Public Relations)** from LSPR Communication & Business Institute Jakarta, in 2021. 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 am currently working at PT Bintang Anugrah Surya Semesta as a Director. In there, I am responsible for managing and developing the company such as 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).

I have work experience in my freelance career as an Instructor at the same company. As an Instructor, I was assigned to 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. I also work in the field of competency assessment at Lembaga Fasilitator, Instruktur, dan Tenaga Kepelatihan (LSP FIT) since 2021 until now. There, I was assigned as an **Assessor of Competency**. My job role is Planning Activities and Assessment Processes, Carrying Out Assessments, and Contributing to Assessment Validation.

My communication skills have been trained during my college in Communication Studies also internal and external organizational experience. From my education background and experience, especially in my major **(Public Relations) I learnt to make PR Campaign, Media Monitoring, Crisis management plan, CSR plan** and many more. I believe I can communicate well in interpersonal or group communication. For these positions, communication skills are very needed. I am also good with administrative work. Therefore, I am confident that I will be able to give my best performance as a Marketing Communication for PT Jaya Real Property, Tbk.

Thank you for your time and consideration, I hope that my experiences and education will get the opportunity to join your company. I am looking forward to meeting in person or online to share my insights and ideas.

Best Regards,
Daffa Muhammad Ardian