



## 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

## 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

Strategic Plan for 2021-2023

## 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"