

# YURIKE AHSANI PUTRI

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Bachelor's degree in Educational Technology with a strong passion for Human Resource Development, Corporate Affairs, and Training Management. Skilled in project analysis, strategic planning, and program management, with experience in designing and executing training programs, employee engagement, and corporate communication strategies. Proficient in curriculum and learning development, instructional design, and training development to enhance education and workforce training. Adept at crafting compelling digital content, including persuasive ad copies and social media strategies. Strong ability in stakeholder collaboration, performance management, talent development, organizational development, and talent acquisition.

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## EDUCATION

### Universitas Pendidikan Indonesia – Bandung, Indonesia

September 2020 – August 2024

Educational Technology Study Program | GPA 3.66/4.00

- **Research Focus:**

Human Resource, Curriculum Development, Curriculum Design, Learning Strategies, Training Program Development, and Program Evaluation Instructional Media, Learning Assessment & Evaluation, Communication Strategies.

- **Key Competencies:**

Team Communication and Collaboration, Curriculum Development, Lesson Planning, Human Resource Management, Development of Learning Materials, Instructional Media, Design of Education and Training Program, Program Evaluation, Learning Management Systems (LMS), Content Planning, Copywriting Strategies.

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## WORK EXPERIENCE

### BKKBN Provinsi Jawa Barat

April 2024 - December 2024

Training & Development Staff

- Designed and implemented strategic employee development programs, aligning with corporate HR objectives to enhance workforce performance and engagement.
- Successfully organized and executed over five large-scale training sessions, fostering employee competency and leadership potential.
- Conducted feasibility studies and workforce analysis to optimize HR strategies, improving training effectiveness by 80%.
- Facilitated onboarding programs and corporate training initiatives to support employee adaptation and career growth.
- Monitored and evaluated employee performance post-training, contributing to an 85% improvement in skill application and productivity.

### Dinas Pendidikan Kota Cimahi

November 2023 - April 2024

Administrative Staff

- Prepared and organized administrative documents, including reports, correspondence, and education policy documents.
- Managed schedules and arranged meetings for senior officials, ensuring efficient coordination and documentation of minutes.
- Assisted in verifying and validating educational data for reporting and program evaluation purposes.
- Coordinated with various stakeholders to manage data and administrative activities related to education services.
- Supported daily office operations, ensuring smooth internal communication and information distribution.

### Dinas Pendidikan Kota Bandung

February 2023 - June 2023

Learning Development PPSD - Internship

- Assisted in developing and structuring employee training programs, ensuring alignment with organizational growth and talent development strategies.
- Conducted training needs analysis to identify skill gaps, supporting the design of targeted learning interventions for workforce enhancement.
- Collaborated with cross-functional teams to create engaging instructional materials, fostering an interactive and impactful learning experience.
- Supported the execution of training initiatives, including onboarding programs, leadership development, and competency-building workshops.
- Monitored and evaluated training effectiveness through feedback collection, performance assessment, and data-driven recommendations for continuous improvement.

### Halolearn

August 2022 - November 2022

Curriculum Development - Internship

- Assisted in designing and evaluating training curriculum to ensure alignment with industry standards and workforce competency needs.
- Developed innovative learning models that enhanced instructional effectiveness, improving knowledge retention and engagement by 20%.
- Conducted research on corporate learning strategies and employee development programs, contributing to data-driven curriculum enhancements.
- Analyzed training effectiveness through performance metrics and feedback, providing insights for continuous improvement.
- Supported the execution of training workshops and professional development sessions, collaborating with trainers and HR teams to optimize learning outcomes.

## Linimasa

Social Media & Brand Communication - Internship

April 2022 - August 2022

- Developed and managed Instagram content strategies, increasing audience engagement by 45%.
  - Created compelling and persuasive copy for social media posts, improving brand awareness and audience retention.
  - Conducted research on industry trends and audience preferences to optimize content direction and effectiveness.
  - Collaborated with designers and marketing teams to ensure visual and textual consistency in branding.
  - Analyzed social media performance metrics and refined content strategies to enhance digital outreach and engagement.
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## ORGANIZATIONAL & PROJECT EXPERIENCE

### Himpunan Mahasiswa Teknologi Pendidikan

August 2022 - May 2023

Chair of Education and Community Service

- Led a team of 35 members in planning and executing educational and community service programs, reaching over 250 beneficiaries.
- Developed strategies for program implementation, ensuring alignment with organizational goals and achieving a 90% project completion rate.
- Monitored progress, evaluated outcomes, and provided recommendations that improved program impact by 40%.
- Designed training workshops for volunteers to enhance project execution.

### BEM REMA UPI

June 2022 - Sepetember 2022

Event Coordinator MOKAKU UPI 2022

- Organized 10+ training sessions and managed event logistics, ensuring smooth execution.
- Served as Master of Ceremonies for major university events with audiences of over 100 attendees.
- Coordinated inter-division collaborations, optimizing event timelines and increasing efficiency by 30%.
- Developed innovative event management strategies, reducing logistical issues by 25%.

### Kredensial Mikro Mahasiswa Indonesia (Kampus Merdeka)

August 2021 - November 2021

Student in Program Content Creator Edukatif di Era Digital [Link to certificate](#)

- Developed key strategies for launching and growing an educational YouTube channel, focusing on content planning and audience engagement.
  - Mastered the process of producing high-quality educational videos, from scripting to editing, ensuring impactful learning experiences.
  - Explored effective techniques for utilizing Instagram as a learning platform, optimizing content for maximum reach and engagement.
  - Designed structured content plans and visually appealing Instagram feeds to enhance branding and audience retention.
  - Created compelling and informative Instagram videos, integrating storytelling and dynamic visuals to maximize learning impact.
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## TRAININGS & CERTIFICATIONS

### Badan Nasional Sertifikasi Profesi (BNSP)

December 2023

Multimedia (Develop Instructional Media) [Link to certificate](#)

### Certiport

December 2023

Microsoft Office Specialist [Link to certificate](#)

### Indonesia Cyber Education Institute

December 2023

- Augmented Reality & Virtual Reality [Link to certificate](#)
  - Digital Evaluation [Link to certificate](#)
  - Merancang dan Melaksanakan Pembelajaran Aktif dengan Flipped Classroom [Link to certificate](#)
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## SKILLS

### Hard Skills:

- Talent Acquisition & Recruitment
- Employee Engagement & Employer Branding
- Training & Development Program Design
- Performance Management & Workforce Development
- Corporate Communication & Public Relations
- Instructional Design & E-Learning Development
- Digital Marketing & Content Strategy

### Technical Skills:

- [Microsoft Office](#)
- [Canva](#)
- [Articulate Storyline](#)
- Assembler Studio
- Filmora
- Figma

Portofolio: [Link to portofolio](#)

## LANGUAGES

Indonesian: Native Proficiency

English: Upper-Intermediate