

ETHAN PETROSMAND ADIRAJA

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[Portfolio \(Social Media Content Creation\)](#)

PROFILE

I am a recent **Psychology** graduate from Universitas Tarumanagara with a deep interest in **human resources (HR)**, especially in **HR analysis, talent acquisition, learning & development**. My internship experiences in HR analysis, public relations, and Integrated Marketing Communications (IMC) have given me valuable exposure to human resources management, communication strategies, and workplace culture initiatives. I have worked on projects related to HR analysis, public relations, and content creation, which have helped me build skills in supporting a positive work environment. I am looking forward to applying my knowledge in organizational psychology to contribute to human resources initiatives and further develop my career in this field.

EXPERIENCE

Universitas Tarumanagara	Aug 2024 - Oct 2024
Assessment Assistant & Research Assistant	Bogor Regency & West Jakarta (on-site)
<ul style="list-style-type: none">Assisted psychologists in interviewing and selecting contestants for a beauty pageant.Provided objective evaluations and scores alongside psychologists during the selection process.Supported the assessment process by documenting observations and scoring participant responses.Maintained organized assessment records and prepared summary reports.Communicated assessment findings clearly to stakeholder and offered input during panel discussions.Managed data collection and administered psychological questionnaires for research purposes.Administered and analyzed pre-test and post-test data to evaluate the effectiveness of the intervention program.Collaborated with colleagues in designing intervention strategies and conducted intervention programs for children in orphanages.	
Kementerian Hukum dan Hak Asasi Manusia RI (Direktorat Jenderal Imigrasi)	May 2024 - Aug 2024
Human Resources Analyst Intern	South Jakarta (on-site)
<ul style="list-style-type: none">Analyzed staffing needs and planned civil servant procurement in compliance with regulations.Evaluated HR needs and provided recommendations for staffing and civil servant positions.Developed frameworks for ranks, positions, promotions, transfers, and assignments of civil servants.Designed career paths and competency development plans for civil servants.Reviewed promotion processes and performance allowances for civil servants.Processed administrative tasks, including managing immigration correspondence via SISUMAKER and filing personnel documents.Drafted frameworks for employee discipline, leave, rewards, benefits, and retirement plans.Assisted in designing organizational performance management systems using balanced scorecards.Provided counseling and training needs assessments to support employee performance	
Century 21 Indonesia	Jun 2024 - Sep 2024
Human Resources Training & Development Officer	South Jakarta (remote)
<ul style="list-style-type: none">Assisted in designing and delivering training programs that aligned with company goals, in collaboration with colleagues.Developed training materials and presentations suited for different learning styles.Supported in reviewing and updating training content for relevance and effectiveness.Co-facilitated both in-person and virtual training sessions, in cooperation with colleagues.Helped maintain training records and monitor employee progress.Collaborated with external partners to enhance training programs.	
Kementerian Keuangan RI (Direktorat Jenderal Pajak)	Feb 2024 - May 2024
Outreach & Public Relations Officer Intern	Bogor, West Java (on-site)
<ul style="list-style-type: none">Monitored and updated performance data for 11 tax service offices in the West Java III region.Assisted in coordinating outreach activities and verifying data for over 1,100 taxpayers using the SISULUH system.Collected and updated reports on annual tax returns and public relations activities.Compiled data into spreadsheets and created visual reports for performance tracking.Verified and compared data from various sources to ensure accuracy.Participated in tax education activities, including tax classes and training sessions for tax volunteers.Generated content for social media publications related to taxation.Collaborated with internal teams to support public relations and educational efforts.Assisted in sourcing speakers for training and taking minutes during in-house training sessions.	

Personal YouTube Channel (47.8K+ subscribers)	Jan 2022 - present
Founder & Content Producer	
<ul style="list-style-type: none"> Established and managed a YouTube channel, "NOCTIVAGANT," specializing in crime, mystery, and horror content, with over 47,800 subscribers and more than 10.7 million total views as of February 18, 2024. Regularly monitored performance metrics, content, and analytics using YouTube Studio to track growth and engagement. Produced short videos (YouTube Shorts) with 1M+ views and standard videos with 1K+ views. Achieved a notable increase of +1603 subscribers in a single day (April 23, 2022). Created various multimedia elements, including thumbnails, logos, and scripts, for content development. Handled video editing, voice-over recording, audio editing, and content planning to maintain a consistent production schedule. Utilized tools such as Capcut, Canva, Adobe Lightroom, and VN Video Editor for editing and content creation. 	
Kampus Merdeka (Proyek Kemanusiaan MBKM)	Feb 2024 - May 2024
Language Development Social Worker	West Jakarta (on-site)
<ul style="list-style-type: none"> Improved English learning motivation among orphanage children, with mean scores increasing from 34.2 to 37.0 out of 40.00 through pre-test and post-test assessments. Enhanced student engagement through innovative learning activities. Implemented operant conditioning and gamification techniques to optimize educational outcomes. Facilitated interactive sessions and collaborated with staff and advisors to design effective language development programs. Evaluated program effectiveness through data analysis, documenting significant improvements in motivation and participation. 	
EDUCATION	
Universitas Tarumanagara (UNTAR)	Aug 2021 - Jan 2025
Bachelor of Psychology, 3.91/4.00 GPA (Cum laude)	Jakarta
<ul style="list-style-type: none"> Activities: became a research assistant, an assessment assistant, and a course coordinator, participated in several international exposure programs and online student exchange program, organized a webinar event, became a guest speaker at the socialization event, became a PKM proposal contributing author and lead author, participated in various volunteering activities. Organizations: Mnemonic UNTAR (intra-campus), Young Southeast Asian Leaders Initiative (extra-campus), ASEAN Youth Friendship Network Academy (extra-campus) 	
HONORS & AWARDS	
<ul style="list-style-type: none"> 3rd Place - National Podcast Competition (Biocare) - issued by FMIPA Universitas Lambung Mangkurat (Sep 2021) Top 10 - National Podcast Competition (Counseling Festival and Show) - issued by Prodi Bimbingan dan Konseling Islam UIN Sunan Ampel Surabaya (Jun 2023) Fully-funded Scholarship Recipient at the 4th ASEAN Youth Initiatives Empowerment Program (AYIEP 2023) - issued by ASEAN Studies Center, Universitas Gadjah Mada (Sep 2023) Honorable Delegate at the 3rd Asia-Europe Conference & Exchange Program (AECEP 2023) - issued by Studec International Education Group (Sep 2023) Best Participant at the "Career Compass: Navigating Your Path to Success" Program - issued by Campaign #ForABetterWorld (Sep 2023) Ambassador of the Week #1 (IEDA 2023) - issued by Gajahlah Kebersihan (Oct 2023) Invited to YouTube Shorts Creator Day 2023 - issued by YouTube Shorts Community Partner Manager (Oct 2023) Universitas Tarumanagara Internal Scholarship Recipient - issued by Universitas Tarumanagara (Nov 2023) 3rd Best Indonesian Eco-Digital Ambassador (IEDA 2023) - issued by Gajahlah Kebersihan (Dec 2023) 3rd Best / Outstanding Graduate at the 4th ASEAN Youth Initiative Empowerment Program (AYIEP 2023) - issued by ASEAN Studies Center, Universitas Gadjah Mada (Dec 2023) Delegate at the ASEAN Youth Career Summit (AYCS 2023) - issued by De La Salle University, Model United Nations Community (Feb 2024) 	
SKILLS & LANGUAGES	
<ul style="list-style-type: none"> Technical Skills: Human Resources, Learning & Development Support, Talent Acquisition/Recruitment Support, Job Portal Management & Sourcing (LinkedIn), Content Creation/Production, Graphic Design, Digital Marketing, Employer Branding Support, Microsoft Office, Canva, Public Relations, Candidate Sourcing, Data Management, Administrative Support, CV/Resume Screening Soft Skills: Detail-oriented, Analytical Thinking, Interpersonal Skill, Problem-solving, Organizational Skill, Adaptability, Time Management, Cross-functional Collaboration, Creativity, Teamwork, Internal Communications, Self-motivated Languages: Indonesian (native), English (613/677 TOEFL ITP - 2024), Japanese (JLPT N3 - 2019) 	