

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)

- 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)

- 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)

- 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)

- 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

- 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)

- 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

- **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

- **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

- **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)