

SIHAR HARIANJA

Bela Cassa Residence, Blok D7 No.2, Jl. Tole Iskandar No. 1. Depok, Jawa Barat

Mobile Phone : 085694801945 – 081802715797

Date of Birth : 9 Septembre 1981

Sex : Male

Religion : Protestant

Status : Married

Nationality : Indonesia

Email : siharharianja@gmail.com

Blog : www.sihardejournal.wordpress.com
www.kompasiana.com/siharharianja

Height : 160 cms

Hobbies : Reading, Correspondence, Writing, Photograph, Traveling, singing

FB/Twitter : sihar deanova harianja / @sihar_deanov



OBJECTIVES

To assign the task/s that I'll receive with a great responsible, diligent, and honest. Encouraging knowledge about anything, because I'm sure we can learn from anything depend on our point of view in facing any problem. Participate in creating a good environment among employees, so we can feel as a family in the company. Enlarging my competencies personally (individually) and also in a team.

EDUCATION

- University : National Development University of "Veteran" Yogyakarta, (1999-2004)
- Elementary School : SDN 091273, Pematang Siantar, North Sumatra (1989-1995)
- Junior High School : Cinta Rakyat 2, Pematang Siantar, North Sumatra (1995 – 1997)
- Senior High School : SMU Negeri 1 Siantar, North Sumatra (1997 – 1999)

RECENT AWARDS

- International TV Documentary Program Asia Pacific, Yogyakarta, 2008
- Appreciation "Alumnus Great Attention for University", Yogyakarta, 2008
- 1st WINNER Blog Competition, INDOSAT, 2013
- 1st WINNER Blog Competition, SARIHUSADA. 2013
- 2nd SOCIAL MEDIA AWARDS, COLUMBIA.CO.ID, 2013
- Five Best Postsing innovation, PHILLIPS INDONESIA, 2013

WORK EXPERIENCES **MARKETING AND BUSINESS DEVELOPMENT ONLINE MANAGER–PT. COLUMBINDO PERDANA (2011-PRESENT)**

1. Founder : www.columbia.co.id and www.shootyourdream.com
2. Optimization of online sales through electronic marketing strategies, paid content programs, search engine optimization (SEO), online merchandising, cyber stores, e-publishing, coordination of linked and partner sites, banner ads, e-mail blasts, and online newsletter.
3. Work with collaboratively with a diverse staff team to create and manage cross-organizational, integrated marketing and communication strategies, create strategic graphics.
4. Interfacing with IT to develop enhancements to the websites and insure proper functionality.
5. Work closely with Business general Manager, Sales, IT, Creative Multimedia, Finance, and other department members to build and maintain effective e-commerce models; as necessary. Develop all online transactions effectively and efficiently.
6. Provide writing and editing support for all outbound member communication including all promotional materials, website content and social media

FREELANCE, SENIOR COMMUNICATION CONSULTANT, PT PERTAMINA (PERSERO) - (2011 – 2014)

My position support Pertamina Communication Practice. Develop and execute effective, results driven communication consulting solutions an Internal Communication. Effectively develop, and sell communication solutions to existing clients and new prospects. Ensure client adherence to communication statement of work and budget as stated in project contract.

SENIOR PR AND MANAGING PARTNER, DELANIT CONSULTING & PT. INDO COGNITO– JAKARTA- (May 2008 – April 2011)

1. Accountable and provide strategic consulting and marketing for various multi-national clients including FOX International Channels, Ancora.Tbk, General Electric Healthcare, General Electric Corporate, Irdeto and Telkomvision, Aqua Danone. Caterpillar Trakindo, www.hotels.com, UNDP, The University of Chicago Booth School of Business, Wing Tai Property. www.dikotakita.com, Fonterra Brand Indonesia (Anlene, Boneeto) , Wing Tai Property, Singapore.
2. Consulting strategy that related to media engagement; Over-seeing media coverage related to client; Liaise with media; Preparing media document for following clients.
3. Responsible for building and strengthening Cognito's media relations capabilities and ensuring that all clients receive on going updates and analysis of media coverage on relevant industries.
4. Held positions in public affairs at one of Indonesia's leading public relations firm where he provided marketing and strategic analysis for clients in the financial

ASSIGN. PR MANAGER MEDIA CENTER, PARTAI PEDULI RAKYAT NASIONAL - JAKARTA

1. Support the implementation of organizational tasks, especially in the dissemination of information to public needs.
2. Designing and developing information services to the public to obtain information that is accurate, fast, easy and affordable.
3. Provide good information required by the public, particularly those related to news about the elections and the process.
4. As a center of information and provide education to all levels of society about the election. Search for concepts and creative ideas in the mass media campaign.
5. Public Relation and Event Organizer Officer Success team SBY-Boediono.
6. Build for media corporate relations, Press Conference and press release Coordinator.

PT.YOGYAKARTA TUGU TELEVISI (JOGJATV)-YOGYAKARTA (2004 – 2008)

Managing Director - Producer (2006 – December 2008)

1. Oversees and coordinates the publication's editorial activities
2. Tends to manage budget, staffing, and scheduling for a publication
3. Oversees all editorial activities in a news company.
4. Supervises a team primarily consisting of staff writers or reporters, who are responsible for producing the news stories, and researchers or research assistants who help with fact-checking of the news stories.
5. Determines the importance of a story, which influences its placement in a publication or a news broadcast

Research and Development for Company Development, (2005 - 2006)

1. Researched developments in the news division and news programs. Analyzed news and programs development. Analyzed for Growing Up Company Strategy.
2. Maintenance Indonesia Channels Development Group (Bali Post Group) in Indonesia

SELF EMPLOYMENT **COMMUNICATION CONSULTANTS**

1. Social Media and Website Maintenance, www.indonesiatobacco.com (2011)
 2. Reference Social Media Campaign www.sihardejournal.wordpress.com (2013 – Presents)
 3. Media Relation, Volvo Group, Asia Truck Operations (2011)
 4. PR Consultant, Keluarga Besar Putra Putri Polri (KBPPP), 2012 – Presents
 5. Ect
-

CONSULTANCY SKILLS

1. Media Relations
2. Marketing Communications
3. Internal and Eksternal Communications
4. Social Media and Digital Marketing
5. Ecommerce/ Web Content
6. Promotional support and Concept
7. Conferences and exhibitions communication research and analysis
8. content development
9. event management and communication strategies

FREELANCE

- 2013 – Presents : Dubber an a Documentary/ Programs Production
- 2013 – Presents : Ghost Writer
- (2006 – 2007) : Support Team and Voulenteer, NICCO Japan
- (2000-2006) : Anchor, News Radio Station, KBR68H Jakarta
- (2002 - July 2005) : Anchor, UNISI FM, Yogyakarta
- 2010 – 2011 : Insurance Agency, AXA Financial, Jakarta

ORGANIZATION EXPERIENCES

- 2010 - Present : Marketing Club Community, Jakarta
- 2010 : CSR Voulenteer Rumah Autis, Jakarta
- 2013 - Presents : Blog Community "Nutrisi Untuk Bangsa", Jakarta

OTHER SKILL

- Mastering computer programs (Office, Photoshop, Corel Draw, Pinnacle Studio), Photography, Adobe Illustrator, After Effects CS
- Good Research Analysis, ex:(Customer Satisfaction Survey, World Class Company Managemeny)