



# Aditya Suryaputra

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## CONTACT

Tiara Citra II C4  
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Sleman 55281  
Yogyakarta

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adityasu.tumblr.com

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## QUALIFICATIONS

### Language and Writing:

- English (oral and written) - with latest TOEFL test score of 580
- English and Indonesian text proof-reading
- English to Indonesian translation and vice versa
- Mass media writing
- Creative copywriting
- SEO-friendly writing
- English and Indonesian business writing

### Customer Service:

- Customer handling
- Complaints resolution

### Others:

- Journalism and fine arts photography
- Social media management
- Small team management
- Basic creative software (Photoshop, Illustrator, etc.)
- Very basic HTML and CSS

## PORTFOLIO AND PUBLISHED WORKS

### Book:

Suryaputra, Aditya. 2009. *Mencari Pendidikan Jesuit (Coffeebook Fotografi Peringatan 150 Tahun Jesuit)*. Yogyakarta: Kanisius

### Article:

*The Mystique of Javanism* - Published on Travel360 (AirAsia in-flight magazine - distributed in every international flights on March, 2014) - the online version can be seen here: <http://www.airasia.com/travel3sixty/from-the-magazine/highlights/featurestory/the-mystique-of-javanism>

### Websites:

- Lidahibu.com - webzine concerns about language in general and Bahasa Indonesia in particular.
- Villalet.com - Pioneer of villa listing, aimed at Australians.

## WORK EXPERIENCE

### SoftwareSeni

February 2015 - Present

Customer Service Manager

#### Project: Villalet.com

- Manage the customer service team to meet performance goals
- Maintain systems to manage and monitor customer service activities
- Build the Villalet customer service capability
- Develop training programs and train staff within the team
- Manage recruitment for the customer service team
- Manage the quality of the descriptions and presentation of villas on the Villalet website
- Manage and monitor the upload of new villas to the Villalet site
- Make recommendations of improvements to the Villalet product (both customer and admin functions) based on usage of the site
- Support the SoftwareSeni Managing Director to build the SoftwareSeni business
- Assist in liaising with SoftwareSeni's business partners and local communities

### SoftwareSeni

August 2013 - Feb 2015

Web Copywriter

#### Project: Villalet.com

- Write and rewrite villa descriptions where required
- Select and upload images promoting Villas
- Ensure data regarding villas is maintained and accurate including rates, villa facilities, inclusions and locations
- Develop content to be used in newsletters, the Villalet site, and other marketing materials
- Create and maintain Villalet Guides to locations in print and online
- Create content for the Villalet site that increases SEO traffic
- Actively promote Villalet through online channels
- Manage Facebook, G+, Villalet blog, and Pinterest profiles and pages, and ensure regular updates
- Re-market to existing customers
- Monitor traffic and sources and make recommendations for future campaigns and marketing activities
- Support the development of trade promotions
- Identify potential new villas to be included on the Villalet site
- Assist in liaising with Villalet's business partners and local communities
- Make recommendations for improvements to the Villalet product
- Assist in developing wireframes, mockups and other tasks in specifying new product enhancements
- Support customer needs while staying with Villalet, and step in where necessary to ensure a high level of customer satisfaction

### Kinderstation Primary

Feb 2012 - Jun 2013

Marketing Communication Staff

- Find student leads
- Make, design and distribute marketing tools
- Create school newsletter
- Supervise online marketing via Twitter, blog and Facebook
- Organize marketing events

## TRAINING EXPERIENCE

1. **Photojournalism 101** by Konrad Adenauer Asian Center for Journalism - Ateneo de Manila (Quezon City Philippines, April 2010).
2. Leadership Training: "**Enhance Your Leadership Skills**" by Ahmada Consulting - provided by SoftwareSeni (Grand Tjokro Hotel, January 2015).

## ORGANIZATION EXPERIENCE

### Asia Pacific Conference on Reproductive and Sexual Health and Rights (APCRSHR)

Yogyakarta, May 2011 - October 2011

I participated as **Youth Team Editor for Media Communication and Strategy Division** - My responsibilities were to develop the concept of the conference theme through the printed media (newsletters, flyers, leaflets, posters) and dealing with the media news agencies and local/foreign journalists as well as to organize/make a press conference and press release.

## VOLUNTEER EXPERIENCE

### Rumah Ramah Rubella (2013 - present)

Inspired by my daughter's condition (she suffers Congenital Rubella Syndrome), my wife and I initiated Rumah Ramah Rubella (online-based community) in 2013 to spread the education regarding TORCH virus awareness to parents, hospitals and medical workers as well as the government. We've been hosting seminars and fundraisings as our offline real-action. The organization bases in Facebook - [facebook.com/groups/rumahramahrubella/](https://facebook.com/groups/rumahramahrubella/)

## EDUCATION

### Bachelor Degree - English Letters

Universitas Sanata Dharma

GPA: 3.2/4

2005 - 2010

### Master Degree - Fine Arts (Photography)

Institut Seni Indonesia

Unfinished

2011

## INTERESTS

Science and IT-related things, music, model kit and video games.

## REFERENCES

### **Tara McGowan**

Phone number: +62 877 38484172

Email: tmcgoo@hotmail.com

Position: General School Manager

Company: Kinderstation-Discessio

Relation: Former employer

### **David Anderson**

Phone number: +61 29045 1725

Email: davo@villalet.com

Position: Founder and Managing Director

Company: Villalet

Relation: Former employer