

## JEFFRI KAHARSYAH

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### EDUCATION

- State Islamic University Syarif Hidayatullah  
Faculty of Da'wa and Communication  
Journalism 2009 – 2014  
S.Kom.I (3.15/4.0)

### OBJECTIVES

- To seek a junior or middle management level position at a small, medium or large size company in Consultant (Marketing/PR), Creative Agency, Print Media, Production House, Television, and Tourism Industries

### SKILLS

- Familiar with social media tools such as Hootsuite, Tweetreach, Tweetdeck etc
- Able to write or edit an article or content plan in Microsoft Office
- Speak and write fluent English and Bahasa
- Can operate DSLR Camera and Video Camera
- Have a driving license for motorcycle and car
- Able to basic edit photo or video in Adobe Photoshop and Adobe Premiere

### PERSONAL QUALIFICATIONS

- Well-organized at managing things in order
- Calm even when working under pressure
- Working effectively with other employees
- Able to identify and resolve problems
- Fast learner, creative, out of the box thinker and very know how to have fun

### PROFESSIONAL EXPERIENCES

- Freelance Social Media Specialist at PT. Indosterling Reksamedia (Agency) 2012 – 2013
- Freelance Social Media Specialist for Cinta Dari Wamena The Movie 2013
- Freelance Social Media Specialist for Wonghang Tailor 2013
- Freelance Photographer and Videographer  
2011 – 2014

## **INFORMAL EDUCATIONS**

- Public Speaking Seminar by BEM Journalistic (2011)
- Journalistic Class Seminar by BEM Journalistic (2011)
- Workshop Basic Lighting and Modeling by Klise Photography and Ray Bachtiar (2011)
- Hootsuite Sharing Session with Stephanie Wiriahardja by Hootsuite Indonesia (2012)
- Sharing Session “World Press Photo” (Beawiharta and Muhammad Agung Rajasa) by Kalacitra (2012)
- Sharing Session “Freelance Photographer” with Edy Purnomo by Klise Photography (2012)
- Workshop Directing Class Bikinfiilm Short Movie Competition with Angga Sasongko by Kinescope’s and Manulife (2014)

## **ORGANIZATION EXPERIENCES**

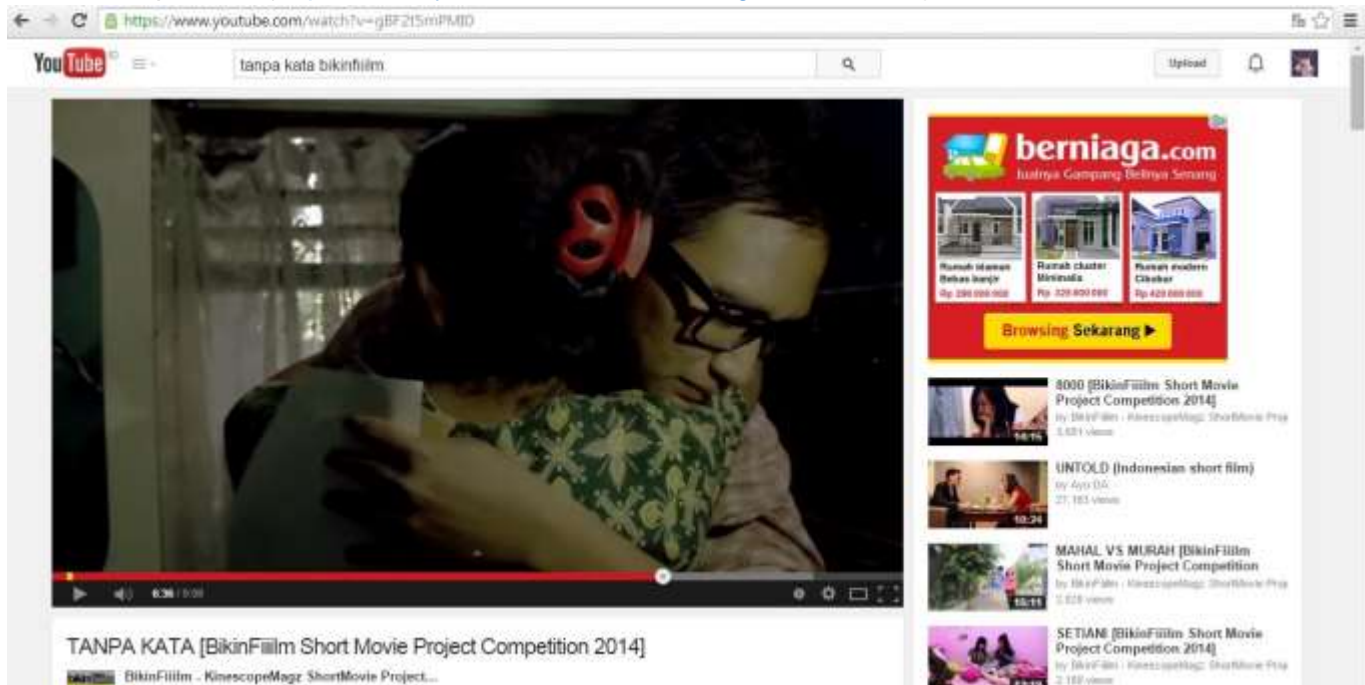
- Klise Photography as Head of Publication Division and Member (2010 - 2011)
- Sketchmagz for Urbanfest as Head of Sketchmagz division (2011)
- Klise Photography as Teacher (2011 – 2012)
- UIN Fashion Fair as Documentation Division (2012)
- Jak-Japan Matsuri as Documentation Division (2012)

## **AWARDS**




- The Best Directing Bikinfiilm Kinescope’s Short Movie Project Competition (2014)
- The Best Movie Bikinfiilm Kinescope’s Short Movie Project Competition (2014)

## PORTFOLIO:

- Short Movie
  - Tanpa Kata (<https://www.youtube.com/watch?v=gBF2t5mPMI0>)



- Social Media
  - Content Plan

facebook			
Tanggal	Jam	Materi Komen	Materi Gambar
3 Juni 2013	08.00 am	Selamat pagi, pecinta film Indonesia ^^ Weekend udah lewat nih, yuk yuk semangat menjalani aktifitas :)	
	09.00 am	Eh eh udah pada follow twitter Cinta Dari Wamena belum nih? Perkenalkan juga twitter kita @cintawamena <a href="https://twitter.com/cintawamena">https://twitter.com/cintawamena</a> silahkan di follow :)	
	10.00 am	Penasaran dengan apa itu film Cinta Dari Wamena? Uat aja teaser 10 menitnya, klik website resmi kita di sini <a href="http://www.cintadariwamena.com/">http://www.cintadariwamena.com/</a> Selamat menikmati panorama negeri Papua ^^	
	11.00 am	REPEAT AFTER ME!! :)	
	12.30 pm	Selamat siang! Bagaimana siang kamu sejauh ini? Pasti udah banyak yg ngeluh di hari senin ini ^^ Ayo jgn patah semangat! 5 hari lagi weekend kok :)	
	14.00 pm	Cerita sedikit tentang wisata di Wamena ah... :D Kota Wamena di Papua tak hanya dikatilingi Pegunungan Jayawijaya, dengan Lembah Baliem yang membingkai indah di tengahnya. Tak jauh dari pusat kota, terdapat Air Terjun Napus yang memercikkan air dingin nan segar. :D Dengan jarak tempuh setengah jam dari pusat Kota Wamena, bisa kalian bayangkan, pasti seger sekali terkena gemerik air di tengah terik matahari siang hari kayak hari ini :)	
	16.00 pm	Dan ini ada foto air terjun Napus :)	

Twitter	Tema
08.00	Selamat pagi, #sahabatGiant! Buruuaan bangun sebelum rejekinya dipatok ayam..:p Mulai pagi ini dgn berolahraga, biar badan sehat dan pikiran fresh sebelum mulai kerja. Wuhuuu asik kan? :))
09.00	Mau tahu info seputar diskon dan promo terupdate? jangan lupa ajak #sahabatGiant lainnya utk follow @GiantIndo :) atau juga bisa dilihat di Fanspage Facebook Giant Indonesia di <a href="http://www.facebook.com/GiantIndonesia">http://www.facebook.com/GiantIndonesia</a> ^^
10.00 - 10.30	Nimati Promo #GebrakHarga yg berlaku 5-30 April 2012 :) Yuk buruan jgn sampai kelewat an! ^^ #GebrakHarga Mau dapat bidadari? Buruan beli Axe Body Spray 150ml (semua jenis) hanya Rp 23.990,- cc: @AXE_ID #GebrakHarga Berri Juice 1L Orange/apel/guava/sirsak harga mulai Rp 19.990,- #GebrakHarga 2 pcs Buavita 1 liter semua rasa GRATIS gulaku sugar 1kg. Hanya seharga Rp 18.490,- #GebrakHarga dada ayam/100g Rp 3.999,- I wilayah Balikpapan & Makassar Rp 4.799,- #GebrakHarga Campina Ice Cream 800mL (semua rasa) Rp. 27.490,- #GebrakHarga KRAFT Chese Single Sliced 200g Rp 23.890,-
12.00	Serunya hari Rabu jika bs bersenang2 bersama keluarga/sahabat :) Lebih seru lagi jika bersenang2 dg shopping di GIANT ^^ Jgn ngaku suka belanja di Giant kalau belum LIKE Fanspage-nya di <a href="http://www.facebook.com/GiantIndonesia">http://www.facebook.com/GiantIndonesia</a> ^^
14.00-14.30	Hi #sahabatGiant ^^ main #GIANTanya dulu yuk, kali ini seputar belanja. Simak yah ^^ #GIANTanya pilih mana, belanja di pasar tradisional atau belanja di supermarket? ^^ #GIANTanya ketika berbelanja, lebih nyaman menggunakan trolley atau tas keranjang? ^^ #GIANTanya pilih mana, diskon barang sembako atau promo barang elektronik? ^^
16.00-16.30	ada yg punya rencana belanja sore ini? Yuk simak dulu promo #GebrakHarga dari Giant ^^ #GebrakHarga Daging Semur/100g Rp. 6.999,- I wilayah Balikpapan & Makassar Rp 8.299,- #GebrakHarga Pepsodent Plus Whitening 190gr Rp 9.990,- #GebrakHarga Semangka Merah non Biji/100g Rp 499,- I wilayah Balikpapan & Makassar Rp. 799,- #GebrakHarga SO GOOD Chicken Steak 400g Rp. 33.490,- #GebrakHarga Telur PURE & NATURAL eggs 10's Rp 17.990,-
19.30-20.30	buruan borong semua promo #GebrakHarga Giant sebelum kehabisan ^^ -HARGA MURAH, BELANJA PUAS- masih seputar belanja, kali ini Giant mau share 5 tips cara stop belanja yg tak terkontrol. Simak & bantu retweet yah ^^ 1. Buat daftar belanja. Agar memudahkan kita belanja pada apa yg sdh direncanakan. Hemat & meminimalisir anggran ^^ 2. Bedakan butuh dan ingin. Dahulukan kebutuhan drpd keinginan. Agar tidak boros dalam mengeluarkan uang. ^^ 3. Buat jadwal belanja rutin. Ini dpt membantu #sahabatgiant mengontrol keinginan belanja yg tak perlu. ^^ 4. Bandingkan harga. Tak ada salahnya membandingkan harga dgn toko sebelah, cari yg paling murah. Giant pastinya. ^^ 5. hati2 dgn kartu kredit. Ingat! Fungsi kartu kredit untuk memberikan rasa aman dgn tdk membawa uang cash, bkn alat hutang! :)) nah sekian tips dari Giant, semoga bermanfaat bagi #sahabatgiant semua! Selamat berbelanja! ^^
22.00	ada yg msh sibuk ngerjain kerjaan kantor? Yuk istirahat, jgn begadang terlalu sering agar badan tetap fit. Selamat malam ^^

## - Report Campaign (Excel)

### REKAPITULASI PHOTO CONTEST #GIANTFansOfLaruku

No.	Nama	Link Foto	Jumlah Likes
1	Zaver Souledate	<a href="http://www.facebook.com/photo.php?fbid=283176015100236&amp;set=131647313629236&amp;type=1&amp;ref=nl">http://www.facebook.com/photo.php?fbid=283176015100236&amp;set=131647313629236&amp;type=1&amp;ref=nl</a>	15
2	Sosiana Physica Yoshinka	<a href="http://www.facebook.com/photo.php?fbid=1634694965614&amp;set=131647313629236&amp;type=1&amp;ref=nl">http://www.facebook.com/photo.php?fbid=1634694965614&amp;set=131647313629236&amp;type=1&amp;ref=nl</a>	28
3	Bayu Irs Erlanaga	<a href="http://www.facebook.com/photo.php?fbid=1103164810841&amp;set=131647313629236&amp;type=1&amp;ref=nl">http://www.facebook.com/photo.php?fbid=1103164810841&amp;set=131647313629236&amp;type=1&amp;ref=nl</a>	269
4	Gema Taubida	<a href="http://www.facebook.com/photo.php?fbid=3524038653546&amp;set=131647313629236&amp;type=1&amp;ref=nl">http://www.facebook.com/photo.php?fbid=3524038653546&amp;set=131647313629236&amp;type=1&amp;ref=nl</a>	22
5	Sarina Niken	<a href="http://www.facebook.com/photo.php?fbid=140723206058384&amp;set=131647313629236&amp;type=3&amp;theater">http://www.facebook.com/photo.php?fbid=140723206058384&amp;set=131647313629236&amp;type=3&amp;theater</a>	26
6	B'ciploek Rimba	<a href="https://www.facebook.com/photo.php?fbid=4022808797921417&amp;set=131647313629236&amp;type=3">https://www.facebook.com/photo.php?fbid=4022808797921417&amp;set=131647313629236&amp;type=3</a>	73
7	Assianto Fajar Nugroho	<a href="http://www.facebook.com/photo.php?fbid=3840615458930&amp;set=38406179387421705191376862687&amp;type=3&amp;theater">http://www.facebook.com/photo.php?fbid=3840615458930&amp;set=38406179387421705191376862687&amp;type=3&amp;theater</a>	119
8	Nur Anviani Ardista	<a href="http://www.facebook.com/photo.php?fbid=288302074590677&amp;set=131647313629236&amp;type=1&amp;ref=nl">http://www.facebook.com/photo.php?fbid=288302074590677&amp;set=131647313629236&amp;type=1&amp;ref=nl</a>	216
9	Wahyu Qlis	<a href="http://www.facebook.com/photo.php?fbid=31397132005184&amp;set=131647313629236&amp;type=1&amp;ref=nl">http://www.facebook.com/photo.php?fbid=31397132005184&amp;set=131647313629236&amp;type=1&amp;ref=nl</a>	62
10	Serenip Sandi	<a href="http://www.facebook.com/photo.php?fbid=238731969567247&amp;set=131647313629236&amp;type=1">http://www.facebook.com/photo.php?fbid=238731969567247&amp;set=131647313629236&amp;type=1</a>	95
11	Citra Kartika Dewi Suherman	<a href="http://www.facebook.com/photo.php?fbid=377522266132247&amp;set=131647313629236&amp;type=1">http://www.facebook.com/photo.php?fbid=377522266132247&amp;set=131647313629236&amp;type=1</a>	260
12	Taklun Siti ita Kurniasyuti	<a href="http://www.facebook.com/photo.php?fbid=28271465511646&amp;id=100003293420645&amp;set=131647313629236&amp;fbid=28271465511646">http://www.facebook.com/photo.php?fbid=28271465511646&amp;id=100003293420645&amp;set=131647313629236&amp;fbid=28271465511646</a>	143

### REKAPITULASI PHOTO CONTEST

No.	Nama	Link Foto	Jumlah Likes
1	Zahra Dede	<a href="http://www.facebook.com/photo.php?fbid=201602069952779&amp;set=131647313629236&amp;type=1">http://www.facebook.com/photo.php?fbid=201602069952779&amp;set=131647313629236&amp;type=1</a>	170
2	Violita Vishel Sheila	<a href="http://www.facebook.com/photo.php?fbid=2787381536144&amp;set=131647313629236&amp;type=3&amp;theater">http://www.facebook.com/photo.php?fbid=2787381536144&amp;set=131647313629236&amp;type=3&amp;theater</a>	102
3	Suharto Tan	<a href="http://www.facebook.com/photo.php?fbid=3199821589328&amp;set=131647313629236&amp;type=3&amp;theater">http://www.facebook.com/photo.php?fbid=3199821589328&amp;set=131647313629236&amp;type=3&amp;theater</a>	22
4	B'ciploek Rimba	<a href="http://www.facebook.com/photo.php?fbid=387933084560530&amp;set=131647313629236&amp;type=3&amp;theater">http://www.facebook.com/photo.php?fbid=387933084560530&amp;set=131647313629236&amp;type=3&amp;theater</a>	90
5	Nurdiana Suswandi	<a href="http://www.facebook.com/photo.php?fbid=3276542684140&amp;set=131647313629236&amp;type=3&amp;theater">http://www.facebook.com/photo.php?fbid=3276542684140&amp;set=131647313629236&amp;type=3&amp;theater</a>	49
6	Nons Keppo Sejagad	<a href="http://www.facebook.com/photo.php?fbid=112129478919876&amp;set=131647313629236&amp;type=3&amp;theater">http://www.facebook.com/photo.php?fbid=112129478919876&amp;set=131647313629236&amp;type=3&amp;theater</a>	18
7	Nesty Pratiwi Romadini	<a href="http://www.facebook.com/photo.php?fbid=418191728194771&amp;set=131647313629236&amp;type=3&amp;theater">http://www.facebook.com/photo.php?fbid=418191728194771&amp;set=131647313629236&amp;type=3&amp;theater</a>	16
8	Ukhta Deystia	<a href="http://www.facebook.com/photo.php?fbid=206124782820060&amp;set=131647313629236&amp;type=3&amp;theater">http://www.facebook.com/photo.php?fbid=206124782820060&amp;set=131647313629236&amp;type=3&amp;theater</a>	57
9	Tya Sarrai	<a href="http://www.facebook.com/photo.php?fbid=329348407129238&amp;set=131647313629236&amp;type=3&amp;theater">http://www.facebook.com/photo.php?fbid=329348407129238&amp;set=131647313629236&amp;type=3&amp;theater</a>	138
10	Lusiana Wibowo	<a href="http://www.facebook.com/photo.php?fbid=248925231870448&amp;set=131647313629236&amp;type=3&amp;theater">http://www.facebook.com/photo.php?fbid=248925231870448&amp;set=131647313629236&amp;type=3&amp;theater</a>	1.029
11	Sukma Kalila Arif	<a href="http://www.facebook.com/photo.php?fbid=377873248901500&amp;set=131647313629236&amp;type=3&amp;theater">http://www.facebook.com/photo.php?fbid=377873248901500&amp;set=131647313629236&amp;type=3&amp;theater</a>	94
12	Evi Ephonk	<a href="http://www.facebook.com/photo.php?fbid=404958826183141&amp;set=131647313629236&amp;type=3&amp;theater">http://www.facebook.com/photo.php?fbid=404958826183141&amp;set=131647313629236&amp;type=3&amp;theater</a>	28
13	Fadlihy Nasution	<a href="http://www.facebook.com/photo.php?fbid=378873822146594&amp;set=131647313629236&amp;type=3&amp;theater">http://www.facebook.com/photo.php?fbid=378873822146594&amp;set=131647313629236&amp;type=3&amp;theater</a>	26
14	Siti Ayu	<a href="http://www.facebook.com/photo.php?fbid=41931324749679&amp;set=131647313629236&amp;type=3&amp;theater">http://www.facebook.com/photo.php?fbid=41931324749679&amp;set=131647313629236&amp;type=3&amp;theater</a>	20
15	Yuliana Hendri	<a href="http://www.facebook.com/photo.php?fbid=1977826021046&amp;set=131647313629236&amp;type=3&amp;theater">http://www.facebook.com/photo.php?fbid=1977826021046&amp;set=131647313629236&amp;type=3&amp;theater</a>	65
16	Onul Pradana	<a href="http://www.facebook.com/photo.php?fbid=403392043005776&amp;set=131647313629236&amp;type=3&amp;theater">http://www.facebook.com/photo.php?fbid=403392043005776&amp;set=131647313629236&amp;type=3&amp;theater</a>	100
17	Mommyna Eve	<a href="http://www.facebook.com/photo.php?fbid=413788295317070&amp;set=131647313629236&amp;type=3&amp;theater">http://www.facebook.com/photo.php?fbid=413788295317070&amp;set=131647313629236&amp;type=3&amp;theater</a>	145
18	Yuevienne Ayue	<a href="http://www.facebook.com/photo.php?fbid=402369579773150&amp;set=131647313629236&amp;type=3&amp;theater">http://www.facebook.com/photo.php?fbid=402369579773150&amp;set=131647313629236&amp;type=3&amp;theater</a>	124
19	Zee SnowBean AuLia	<a href="http://www.facebook.com/photo.php?fbid=406904079380491&amp;set=131647313629236&amp;type=3&amp;theater">http://www.facebook.com/photo.php?fbid=406904079380491&amp;set=131647313629236&amp;type=3&amp;theater</a>	22
20	Alexander Andrew	<a href="http://www.facebook.com/photo.php?fbid=395681137116962&amp;set=131647313629236&amp;type=3&amp;theater">http://www.facebook.com/photo.php?fbid=395681137116962&amp;set=131647313629236&amp;type=3&amp;theater</a>	229
21	Siti Nurrina Sweet	<a href="http://www.facebook.com/photo.php?fbid=337540459637758&amp;set=131647313629236&amp;type=3&amp;theater">http://www.facebook.com/photo.php?fbid=337540459637758&amp;set=131647313629236&amp;type=3&amp;theater</a>	120
22	Ahmad Sofyan Lubis	<a href="http://www.facebook.com/photo.php?fbid=374753465890120&amp;set=131647313629236&amp;type=3&amp;theater">http://www.facebook.com/photo.php?fbid=374753465890120&amp;set=131647313629236&amp;type=3&amp;theater</a>	182
23	Retno Seniwati	<a href="http://www.facebook.com/photo.php?fbid=273465442736175&amp;set=131647313629236&amp;type=3&amp;theater">http://www.facebook.com/photo.php?fbid=273465442736175&amp;set=131647313629236&amp;type=3&amp;theater</a>	85
24	Hera Seli	<a href="https://www.facebook.com/photo.php?fbid=352867344764583&amp;set=352867344764583&amp;type=1&amp;theater">https://www.facebook.com/photo.php?fbid=352867344764583&amp;set=352867344764583&amp;type=1&amp;theater</a>	91



- Report Campaign (Power Point)



- Monthly Report (Power Point)



- Screenshot Socmed Account

The image displays three screenshots of social media accounts for 'Cinta dari Wamena'.

**SoundCloud Account:** The top screenshot shows the SoundCloud profile for 'OSTCintaDariWame'. It features three tracks: 'Litius theme song alt2', 'Litius theme song', and 'Lagu Isang Nio voc roughmix'. The profile has 22 followers and 15 likes. A 'New! Pro plan' banner is visible on the right.

**YouTube Channel:** The middle screenshot shows the YouTube channel for 'CintaDariWamena'. The main video is the 'Official TRAILER - Cinta Dari Wamena', which has 2,027 views. The channel also features several other videos, including 'Di Timur Matahari 2012 Full Movie' and 'Official Behind The Scene Cinta Dari Wamena - Kabar Dari Gunung - Part 1, 2, 3, 4'.

**Facebook Page:** The bottom screenshot shows the Facebook page for 'Cinta dari Wamena (Sympa...)'. The page has a cover photo with the text 'Cinta dari Wamena'. The left sidebar shows a list of posts with engagement metrics (likes, comments, shares). The right sidebar shows a list of friends, including 'Jes Yic', 'Haareno Padyakinyon', 'Grace Kajo Indey', 'Elio Yance', and 'Locky Dikpers'.

