



# THERESIA AURELLIA

Email: [theresiaaurellia@gmail.com](mailto:theresiaaurellia@gmail.com)

Cell-phone: +6287780530965

Date of Birth: October 15th, 1991

Address: Jl. Cucur Barat 12 Blok E2. No. 14  
Bintaro Jaya sektor 4, Tangerang 15225

## WORK EXPERIENCE

October 2013 – **PT The Nielsen Company Indonesia**  
Present *Consumer Insights (Quantitative), Research Executive*

Assisting the Research Managers and Director in various task, including but not limited to:

- Designing research methods through questionnaire based on client's brief and consultancies
- Assisting Research Manager to write research proposals
- Coordinating with project management team, field team, and data processing team
- Monitoring and evaluating projects (ensuring that projects are within set deadlines and budgets)
- Data analyzing and writing research report which includes summary and recommendation for clients
- Communicating client's need to appropriate team member

**Business or sector** Marketing / Marketing Research

June 2013 – **PT The Nielsen Company Indonesia**  
August 2013 *Consumer Insights (Quantitative), Intern*

- Assisting department's projects and administrations.
- Business or sector** Marketing / Marketing Research

November 2012 – **Criminology Research Center**  
February 2013 *Research Assistant for "Tren Kejahatan Jakarta 2012" Research Project*

Assisting Researcher in various task, including but not limited to:

- Data processing
- Data analysis
- Event coordination

**Business or sector** Social Research

June 2012 **Ministry of Public Housing**  
*Intern*

Assisting in various task, including but not limited to:

- Obtaining various specified information
- Compile all of the interview data

**Business or sector** Social Research

## RESEARCH EXPERIENCE

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|-----------------------|---|
| Familiarity of method | <ul style="list-style-type: none"><li>• Proficient with PAPI, CAPI, and CATI</li><li>• Proficient with face-to-face interview</li><li>• Familiar with social media and digital media analytic</li></ul> |
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Familiar Research Model	Usage and attitude study, brand health evaluation, event and program evaluation, customer and dealer satisfaction study, campaign effectiveness, shopper study
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Familiar Industries	Banking, insurance, leasing, automotive, pharmaceutical, cigarette
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## EDUCATION

2009 - 2013	Bachelor of Social Science (Sarjana Sosial) in Criminology GPA 3.47 OUT OF 4.00 Universitas Indonesia, Depok (Indonesia) – <a href="http://www.ui.ac.id">http://www.ui.ac.id</a>
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With thesis in cultural criminology, titled: “Street Artist’s Respond towards The Label ‘Vandalism’ Assigned on Their Piece: A Cultural Criminology Study”; a qualitative study in understanding Jakarta street artist as a member of marginalized subculture in defending their cultural meaning and the essence of their culture.

## PERSONAL SKILLS

Language	Fluency in both Bahasa Indonesia and English
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Communication skills	Excellent written and verbal communication skills, persuasive speaker, and good presentation skills
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Computer skills	Proficient with Microsoft applications (Word, Excel, PowerPoint, Outlook) Proficient with QPSMR and EasiSuite
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## ADDITIONAL INFORMATION

Trainings	Market Research Intermediate Training by Perhimpunan Riset Pemasaran Indonesia (15 – 16 April 2015)
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Organization & Community	Criminology Student Association (2011 – 2012) Karolina – Band (2010 – present) Komunitas Musik FISIP UI (2009 – 2013) Korps Putri Tarakanita – Marching Band (2006 – 2009)
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