

**Rifda Jilan Sy.**  
**Email:** jilansy@gmail.com  
**Mobile:** 0818-0641-6056

**To: HRD Manager of Kana**  
Email: [jobs@kana.co.id](mailto:jobs@kana.co.id)

Bekasi, 27<sup>th</sup> March 2015

**RE: Application for Full Time Social Media and Web Administrator position**

Dear HRD Manager,

As a young and passionate individual, I am really interested in submitting an application for the advertised **Full Time Social Media and Web Administrator** position in Kana. I read the advertisement in <http://kana.co.id/careers/>.

In February 2015, I graduated from Library Science, Faculty of Humanities, University of Indonesia. It has educated me with basic digital library education, included the importance of social media to share information and boost a campaign. This results in a range of practical capabilities in using digital media that will meet the needs of this role.

I am a 21 year-old proactive **social media enthusiast** who keen to learn new things, especially about social media. While completing my undergraduate studies, I have a solid experience in managing and executing consumer social media campaigns for more than 1 year as a **Social Media Manager (Publicist)**. My basic responsibilities in this role have included making strategic content plan, scheduling, interacting with online audiences, analyzing both advantages and disadvantages of social media, and reviewing the performance of assigned social media. In my latest job, my responsibilities include finding current issues and building affinity to company's goal. Those positions have given me key employability skills while also allowing me to experience working in a fast-paced Web 2.0 environment.

I am familiar with practice and usage of social media tools creatively, confident in having excellent writing in social media wording, passionate in using social media channels to communicate with online audiences, and interested in understanding of what motivates people to engage with brands through various social media platforms. I understand that you have received a large number of applications for this role, but I do believe that my focused motivation and pre-existing skills will allow me to fit into your well-organized work environment and immediately start supporting the needs of your organization.

I would appreciate the opportunity to discuss my application at an interview. I have enclosed a copy of my cv for your consideration. I can be contacted on the details provided above.

Thanking you in advance for your time,



Rifda Jilan Sy.



# RIFDA JILAN SYAHIDAH

**Mobile:** 0818-0641-6056

**Email:** [jilansy@gmail.com](mailto:jilansy@gmail.com)

**Date of Birth:** April 16<sup>th</sup>, 1994

**Current Address:** Jalan R.A. Kartini Gg. Mawar 6 No. 12-B, Bekasi 17113

## CURRICULUM VITAE

### Current Objective

Being a social media expert who is able to make use of information technology creatively.

### Latest Education

Sept 2011 – Feb 2015	<b>Bachelor Degree (S.Hum) in Library Science</b> [GPA: 3.68 out of 4.0]	Department of Library and Information Science (LIS), Faculty of Humanities (FIB), <b>University of Indonesia (UI)</b>
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### Research Experience

Sept 2015 – Dec 2015	Thesis for obtaining Bachelor Degree from FIB UI: <b>Representation of Public Library as Children's Recreation Place in "Escape from Mr. Lemoncello's Library" Novel</b>	
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### Employment Experience

Nov 2012	<b>'School Library' Set Up</b> [Team Project]	<b>SDN 05 Jati Padang,</b> Pasar Minggu, South Jakarta
June 2013 – July 2013	<b>'Book Collection' Set Up</b> [Team Project]	<b>Penerbit Noura Books,</b> Jagakarsa, South Jakarta
Jan 2013 – Jan 2014	<b>Publicist</b> [Social Media Marketing]	<b>Penerbit Noura Books,</b> Jagakarsa, South Jakarta
Jan 2014	<b>'Private Library' Set Up</b> [Team Project]	<b>CEO Mizan Group,</b> Cinere, Depok
June 2014 – July 2014	<b>Librarian (Intern)</b> [Internship Program]	<b>Perpustakaan BAPPENAS,</b> Menteng, Central Jakarta
Nov 2014 – Dec 2014	<b>Social Media Manager</b> [Freelance Job]	<b>Indonesia Travel Signature,</b> Pacific Place, SCBD, Jakarta
Aug 2014 – Jan 2014	<b>Social Media Strategist</b> [Freelance Job]	<b>Digishelf, Digitama Group,</b> The Energy, SCBD, Jakarta

### Organization Experience

2008 – 2009	<b>Bulletin Board Staff</b> [Divisi Mading]	<b>Ikatan Remaja Masjid An-Naba,</b> SMA Negeri 1 Bekasi
2008 – 2009	<b>Treasurer</b> [Bendahara]	<b>Kantin Sastra (KANSAS),</b> SMA Negeri 1 Bekasi
2009 – 2010	<b>Chairwoman</b> [Ketua Keputrian]	<b>Ikatan Remaja Masjid An-Naba,</b> SMA Negeri 1 Bekasi
2009 – 2010	<b>Vice Chairwoman</b> [Ketua II]	<b>Kantin Sastra (KANSAS),</b> SMA Negeri 1 Bekasi

### Languages:

- ☐ Bahasa (Native)
- ☐ English (Fluent)

### Subject Interests:

- ☐ Art and Culture
- ☐ Books (Fiction)
- ☐ Japan
- ☐ Library
- ☐ Movies
- ☐ Social Media
- ☐ Technology

### Daily Hobbies:

- ☐ Googling (Subject Interests)
- ☐ Networking (Social Media)
- ☐ Reading (Fantasy/Fiction)
- ☐ Watching (Movies/Series)
- ☐ Writing (Blogging)

### Computer Skills:

- ☐ Basic Design
- ☐ Data Managing
- ☐ Ms. Office
- ☐ Social Media Tools
  - ☐ Crowdbooster
  - ☐ Facebook Insight
  - ☐ Hootsuite
  - ☐ Tweetdeck
  - ☐ Twitter Analytics
- ☐ Video Editing

### Personal Skills:

- ☐ Confident
- ☐ Creative
- ☐ Focus
- ☐ Passionate
- ☐ Proactive
- ☐ Quick Learner
- ☐ Self-Motivated
- ☐ Well Organized

### Interpersonal Skills:

- ☐ Active Listener
- ☐ Communication Skill
- ☐ Good Behavior
- ☐ Knowledge Sharing
- ☐ Team Work

2012 – 2014

**IT and Design Staff**

[Staf TI dan Desain]

2012 – 2014

**Vice Manager of  
Design Creativity**

**Dep. Media dan Humas (M. Hum),**

FORMASI FIB UI

**Flohope Indonesia**

[@flohope\_id]

## Commitee Experience

May 2010	<b>Public Relation</b> [Humas]	<b>HAMKA (Pelatihan Menulis),</b> Kantin Sastra, SMA Negeri 1 Bekasi
Jan 2012	<b>Public Relation</b> [Humas]	<b>Eduday (Education Day),</b> SMA Negeri 1 Bekasi
Oct 2012	<b>Secretary</b> [Kesekretariatan I]	<b>Humanities Scholarship Expo,</b> BEM FIB UI 2012
Oct 2012	<b>Vice Treasurer</b> [Bendahara II]	<b>Bakti Sosial FIB UI 2012,</b> BEM FIB UI 2012
Oct 2012	<b>Talkshow Staff</b> [Staf Acara Talkshow]	<b>8<sup>th</sup> UI Book Festival 2012,</b> Ikatan Mahasiswa Program Studi Ilmu Perpustakaan (IMASIP) 2012
Oct 2012	<b>Commitee</b> [Panitia]	<b>International Conference and Workshop: "Making You Know",</b> Department of LIS, FIB UI
Nov 2012	<b>Secretary</b> [Kesekretariatan II]	<b>Pemilihan Raya (PEMIRA),</b> DPM FIB UI 2012

## Volunteer Experience

Nov 2011	<b>Social Science Olympiads 2011,</b> BEM FISIP UI 2011
Jan 2012	Pack Your New Year Spirit Through Books, <b>Indonesia Menyala</b>
Apr 2013	Pack Your Spirit, <b>Indonesia Menyala</b>

## Competition Experience

May 2009	<b>Participant of</b> Debate Competition	<b>Olimpiade Membaca APBN,</b> Ministry of Finance of RI
Oct 2009	<b>2<sup>nd</sup> Winner of</b> Poetry Writing Competition	<b>5th Milad FLP Bekasi,</b> Forum Lingkar Pena Bekasi
Oct 2009	<b>3<sup>rd</sup> Winner of</b> Poetry Reading Competition	<b>5th Milad FLP Bekasi,</b> Forum Lingkar Pena Bekasi
Feb 2010	<b>Quarter Finalist of</b> Economic Quiz	<b>Kompetisi Ekonomi 12,</b> BEM FE UI 2010
Aug 2010	<b>Top 40 Finalist of</b> Paper Writing Competition	<b>Olimpiade Ilmu Sosial 2010,</b> BEM FISIP UI 2010
Nov 2010	<b>Top 30 Finalist of</b> Debate Competition	<b>Sciencesational 2010,</b> BEM FH UI 2010

## Test Scores

May 2010	Total Score: <b>503</b>	<b>IEC Prediction of The TOEFL Test,</b> Intensive English Course, Jatinegara
March 2014	Total Score: <b>533</b>	<b>UI's Prediction Test of TOEFL,</b> Lembaga Bahasa Internasional FIBUI



# UNIVERSITAS INDONESIA

memberikan kepada

**Rifda Jilan Syahidah**

lahir pada tanggal 16 April 1994 di Bekasi

ijazah

**SARJANA HUMANIORA (S.Hum.)**

Program Studi Ilmu Perpustakaan  
Fakultas Ilmu Pengetahuan Budaya

dengan segala hak dan kewajiban yang berhubungan dengan gelar akademik ini.

Rektor

Prof. Dr. Ir. Muhammad Anis, M.Met.



Jakarta, 26 Januari 2015  
Dekan

Dr. Adrianus Laurens Gerung Waworuntu, S.S., M.

Nama (Name) : Rida Jitas Syahidiah  
 N.P.M. (Student Number) : 1106012136  
 Tempat Lahir (Place of Birth) : Bekasi  
 Tanggal Lahir (Date of Birth) : 16-04-1994  
 Program (Program) : Sarjana (Bachelor)  
 Fakultas (Faculty) : Ilmu Pengatahuan Budaya (Humanities)  
 Program Studi (Major) : Ilmu Perpustakaan (Library Science)

Tanggal Lulus (Date of Graduation) : 09-01-2015  
 Nomor Izazah (Certificate Number) : 0038/SI-FIB/Reg/1/2015  
 I.P.K. (G.P.A.) : 3.68  
 Total Kredit (Credit Earned) : 146  
 Predikat (Prediccate) : Cum Laude (Cum Laude)  
 Judul Skripsi/Tesis/Dicertasi (Undergraduate Thesis/Master's Thesis/Doctoral Thesis Title)  
 Representasi Perpustakaan Umum sebagai Wahana Rekreasi Anak dalam Novel "Escape from MR. Lemoncello's Library"  
 (Representation of Public Library as Children's Recreation Place in "Escape from MR. Lemoncello's Library" Novel)

Kode (Code)	Mata Kuliah (Course Title)	K (C)	N (G)
<b>Semester 2011/2012 - 1</b>			
BFN10102	Pengantar Teknologi Pengelolaan Informasi (Introduction to Information Process)	3	B+
BFN10103	Dasar-dasar Organisasi Informasi (Introduction to Information Organization)	3	A-
BFN10153	Pengantar Ilmu Info., Perpust. & Kearsipan (Introduction to Info., Library & Archives S)	3	B+
BFN10154	Administrasi Lembaga Informasi (Information Institution Administration)	3	A
ULI11001	MPK Terintegrasi A (Integrated Personality Development Skills)	6	A-
ULI12030	MPK Seni/Olahraga (Arts/Sports)	1	A-
<b>Semester 2011/2012 - 2</b>			
BAB20042	Bahasa Arab Dasar (Basic Arabic)	3	A
BFN10105	Klasifikasi (Classification)	3	A
BFN10155	Metadata untuk Temu Balik Informasi A (Metadata for Information Retrieval A)	3	B+
BFN10170	Metadata untuk Temu Balik Informasi B (Metadata for Information Retrieval B)	3	A
ULI11002	MPK Terintegrasi B (Integrated Personality Development Skills)	6	A
ULI11010	MPK Bahasa Inggris (English)	2	B+
ULI12020	MPK Agama Islam (Islamic Religious Instruction)	2	A
<b>Semester 2012/2013 - 1</b>			
HML160009	Manajemen Rekod (Record Management)	3	A-
HML160010	Aplikasi Teknologi Pengelolaan Informasi (Application of Information Processing)	3	B+
HML160011	Sistem Pemberkasan (Filing System)	3	B
HML160012	Bahasa Inggris Profesional (English Professional)	3	A
HML160013	Teknologi Multimedia (Media Technology)	3	A-
HML160014	Sumber dan Jasa Informasi A (Information Resources and Services A)	3	A-
HMPH160001	Pengantar Filsafat dan Pemikiran Modern (Philosophy and Modern Thoughts)	3	B
<b>Semester 2012/2013 - 2</b>			
HMA160001	Kebudayaan Indonesia (Indonesian Culture)	3	A
HML160008	Metadata untuk Temu Balik Informasi B (Metadata for Information Retrieval B)	3	B
HML160013	Sumber dan Jasa Informasi B (Information Resources and Services B)	3	B
HML160016	Kosa kata Indeks (Index Vocabulary)	3	B-
HML160017	Preservasi dan Konservasi (Preservation and Conservation)	3	A-
HML160018	Manajemen Perpustakaan (Management of Library)	3	A-
HML160019	Manajemen Perpustakaan Digital (Digital Library Management)	3	A
<b>Semester 2013/2014 - 1</b>			
HMA160004	Dasar-dasar Teori & Metode Penelitian Kebu (Basics Theory and Methods of Culture)	3	A
HML160009	Bahasa Inggris Akademik (English Academic Writing)	3	A
HML160047	Keahlian Bahasa Inggris (Sign Language)	3	A-
HMA160029	Religi Jawa (Religions in Java)	3	A-
HML160020	Profesi Informasi (Information Profession)	3	A-
HML160021	Manajemen Koleksi (Collection Management)	3	A
HML160022	Administrasi Arsip (Archive Administration)	3	B
<b>Semester 2013/2014 - 2</b>			
HML160005	Sejarah Dunia (World History)	3	B+
HMDN160001	Bahasa Indonesia Akademik (Academic Indonesian)	3	A
HML160024	Audit Informasi (Information Audit)	3	A
HML160025	Informasi dalam Konteks Sosial Budaya (Information in the Socio-Cultural Context)	3	A
HML160026	Jaringan Lembaga Informasi (Information Institution Networking)	3	A
HML160027	Rekod dan Arsip Elektronik (Electronic Records and Archives)	3	A-
HML160028	Metode Penelitian Dasar Ilmu Informasi (Basic Research Methods of Inform. Science)	3	A
<b>Semester 2014/2015 - 1</b>			
HMA160004	Sejarah Indonesia (Indonesian History)	3	B+
HML160003	Seminar Laporan Praktek Kerja Lapangan (Seminar of Report on the Job Training)	3	A
HML160029	Pemasaran dan Kemas Uang Informasi (Information Marketing and Repackaging)	3	A-
HML160030	Komunikasi Profesional Informasi (Professional Information Communication)	3	A
HML160031	Utilitas Informasi (Information Literacy)	3	B+
HML160032	Skripsi (Undergraduate Thesis)	5	A

----- Akhir dari Transkrip (End of Transcript) -----

Halaman 1 dari 1 / (Page 1 of 1)

16 Februari 2015  
 Direktur Pendidikan (Director of Education)

Prof. Dr. Ir. Harinaldi, M.Eng.  
 NIP. 196810301993031001

