MUHAMMAD REIHAN PERDANA

## E C O N O M I C S

I am a Graduate of Economics, Pertamina University, Faculty of Economics and Business, Economics Study Program. I have internship experience at the Secretariat General of the DPR, work experience at Astra Daihatsu International,Head of the Media and Communication Division. Possesses a strong understanding of **financial analysis, internal audit, and risk management**. Skilled in **data processing** and highly adaptable to dynamic work environments. Detail-oriented with strong analytical skills in assessing

**compliance and operational efficiency** within an organization.

# WORK EXPERIENCE

Februari 2022 – Juli 2022

## Universitas Pertamina |Admin Website Campus

Responsible :

* Writing Articles, news, and Press releases  Coordinate with the IT team or developers if there are technical problems

* Optimize SEO (Search Engine Optimization) so that the website is easily found in search engines

* Update plugins, Themes, or security, system regurlary

Juli 2023 - September 2023

## DPR RI PAK3N |INTERN BUDGET ANALYSIS

Responsible :

 Recording and searching for PMN company financial transactions, by recording 10+ transactions for the period 2009 - 2023.

 Preparing an analysis of the strategic issue study book for the 2024 development plan

 Preparing a quick summary analysis (ARC) of tourism.

 Participating in SPSS and Eviews data processing software training.

 Participating in meetings, PA3KN focus group discussions.

achievement :

* Mastering the use of the latest software such as SPSS and Eviews.

* Getting Funding in Business Incubation organized by Career Universitas Pertamina.

September 2024 - November 2024

## SYNERGI | ADMIN PENJUALAN

Responsible :

 Handle customer inquiries regarding products, orders, or shipping.

* Provide information regarding prices, stock, or promotions.  Create sales content on Instagram and TikTok.

Januari 2025 – maret 2025

PT Astra Daihatsu Internasional | Sales Force Responsible :

 Responsible for offering and selling Daihatsu cars to

potential customers.

 Establishing good relationships with customers to enhance loyalty.

 Providing consultations regarding products and after-sales services.

Following the company's marketing strategies to increase sales.

 Utilizing various marketing methods, such as social media, exhibitions, and test drives.

 Explaining the specifications, features, prices, and advantages of Daihatsu products to customers.

 Assisting customers in the purchasing process, including credit simulations if needed.

 Preparing sales-related documents, such as invoices and vehicle order forms.

 Collaborating with the administrative team and dealers to ensure smooth transaction processes.

# ORGANIZATIONAL EXPERIENCE

Juni 2021

## DIVISI KPU HENNA

Responsible :

 Collecting registration files.  Becoming a zoom operator.

September 2021 - September 2023

## STAFF HENNA UP DIVISI MEDIA DAN KOMUNIKASI

Responsible :

 Managing the HENNA association website

 Creating an IG feed design.

september 2023 - September 2024

## KEPALA DEPARTMEN HENNA UP DIVISI MEDIA DAN KOMUNIKASI

Responsible :

 Forming two teams in the family system (design team and website team).

 Leading and coordinating all department activities.

 Responsible for planning and implementing the organization's communication strategy.

 Ensuring effective information delivery to members and external parties.

 Leading and supervising department members in carrying out their tasks.

 Distributing tasks according to team members' skills and specializations

 Developing effective communication strategies for the organization.

 Developing strategies to increase social media followers.

Managing the team and ensuring all members work optimally.

 Creating engaging and informative content for various media platforms.

 Maintaining good relationships with various related parties, both internal and external.

 Monitoring the effectiveness of communication media and conducting regular evaluations.

 Managing social media, websites, and other communication platforms to enhance the organization's presence.

 Writing, editing, and publishing content such as articles, infographics, videos, and promotional materials.

achievement :

 Received the department of the weak award as the fastest department to respond to complaints

 increased the number of followers and likes by 50% of the number of followers

EDUCATION

2020 - 2024 | IPK 3.19 - 4.00

UNIVERSITAS PERTAMINA | SARJANA EKONOMI

During my studies at Pertamina University, I studied various basic and advanced concepts in economics, where the focus is on energy economics which distinguishes it from other universities. industry-based with case studies in the energy, oil, gas, and natural resources sectors.

LANGUANGE

 Inggris

 Indonesia

SOFT SKILLS

 Microsoft Word, Microsoft Excel

 Canva

 STATA

 EVIEWS

 Tableu



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