

I am a psychology student at Universitas Indonesia with a strong passion for mental health and business affairs. Previously, I studied accounting at Cianjur 1st Vocational High School, where I honed my expertise in financial management. A dedicated and diligent individual, I am always open to new opportunities and eager to embrace challenges that allow me to expand my skill set and gain valuable experience.

Education

Bachelor's Degree in Psychology Universitas Indonesia *August 2021 – December 2024*

- Current GPA: 3.92/4.00 (144 Credit)
- Conducted quantitative (descriptive, comparative, experimental) and qualitative research. Executed psychometric tests on an arithmetic test for 2021 psychology undergraduates. Developed the Burnout Students Scale with high validity, reliability, and norms, incorporating GPA. Designed individual and group interventions. Studied the application of psychology in corporate settings.

Working Experiences

Employee Engagement Intern, Tiket.com *Oktober 2024 - Present*

Learning and Culture Management Intern, Asuransi Astra *September 2024 - Oktober 2024*

- Conducted data cleansing, identifying duplicates, and classifying employee competencies for streamlined HR processes.
- Analyzed and organized submissions for the company's internal "Innovative" competition, ensuring adherence to guidelines.
- Assisted in aligning competency frameworks with learning and development programs to support employee growth.

HR Recruiter, Majoo Indonesia (Part time) *August 2024 - September 2024*

- Managed full-cycle recruitment for Senior Account Executive roles.
- Screened **250+ CVs**, conducted **75 interviews**, and facilitated **5 successful hires** within a two-week timeframe.
- Collaborated with senior leadership for candidate selection through multiple interview stages

Employer Branding and Employee Engagement Intern, Gravel *June 2024 - August 2024*

- Conducted internal and external research to enhance Employer Branding and Employee Engagement strategies, aligning with target audience expectations.
- Evaluated and revised employee engagement strategies, introducing a new initiative that increased engagement by 15%.
- Developed LinkedIn content series on Gen-Z and the "Tukang" workforce, generating 700+ likes, 50+ shares, 200,000+ engagements rate and 100,000+ engagements, and increasing the company's LinkedIn following by 1,000+ within one month.

Affiliate Acquisition Intern, Lazada Indonesia *February 2024 - June 2024*

- Led the identification and acquisition of over 3,000 potential Key Opinion Leaders (KOLs), successfully recruiting 1,900+ to expand the affiliate network.
- Designed and implemented engaging graphic content for marketing materials that increased KOL sign-ups, using Canva to streamline the affiliate registration process.
- Managed sustained engagement through effective follow-up communications, re-engaging inactive KOLs, and ensuring continuous interest in the program.
- Oversaw the rapid onboarding of 100+ KOLs weekly, providing detailed training and support, significantly enhancing affiliate integration and program growth.

People Development and Talent Management Intern, Praktis.co *November 2023 - December 2023*

- Efficiently managed and evaluated employee training programs, including tracking attendance, conducting assessments, and providing feedback for continuous improvement.
- Contributing to the updating and alignment of psychological assessments with organizational KPIs, and maintaining meticulous records of training activities and materials.

Management Associate Intern, Advisors Alliance Group *July 2023 - October 2023*

- Led research and strategy development in the Sales Division to enhance insurance sales, focusing on current market trends and target demographics.
- In the Social Media & Recruiting Division, studied internship trends, interviewed 35+ students, and crafted a

recruitment strategy for short-term internships.

- Conducted research for the Training Division on a high-profile student incident, which inspired a national seminar on risk psychology in investment.
- Organized and executed key projects, including a national seminar, AIA Vitality Promotion, an IG Live session, and a board game night, with notable participant engagement.
- Functioned as an AIA Financial insurance agent, emphasizing financial risk minimization and deepening expertise in insurance and investment.

Brand Ambassador, Kayross Psychology Utama

August 2021 - October 2021

- Led strategic content creation for corporate branding on Instagram, Creating a good corporate image through 5 interactive content on Instagram which won a total of 1280+ likes and 5000+ views.
- Earning the title of Best Brand Ambassador.

Financial Human Resources Intern, Koperasi Mitra Dhuafa

December 2019 - March 2020

- Oversaw and improved HR administrative tasks including salary and attendance data management, and maintained employee insurance and loan records for 2019 and 2020.

Organizational Experiences

Founder of MentorEase

March 2024 - Present

- Founded and led MentorEase, overseeing team assembly, concept development, and execution of a free mentorship program.
- Launched the FREE Mentorship MSIB, recruiting and mentoring over 30 mentees, and designed a comprehensive curriculum.
- Acted as a content creator, keynote speaker, and MC for major classes, effectively promoting and managing the mentorship initiative.

Treasurer Bedah Kampus Universitas Indonesia 2023

April 2023 - February 2024

- Led 4 divisions as Treasurer for BKUI23: Successfully oversaw Ticketing in collaboration with UIPOD, selling 6400+ tickets without official publicity; and managed Corporate Relations securing sponsorships with notable companies like PT Sukanda Djaya, UI Works, BIMBEL Nurul Fikri, PT Jaya Property, and EduFund, accumulating over IDR 200,000,000+.
- Coordinated with 21+ tenants for the Bazaar division and partnered with UI Store under the Project division, also spearheading independent OPEN PO and Fundraising initiatives.

Project Officer of Maps Of Psychology Career (MOCCA)

March 2023 - December 2024

- Designed and spearheaded the Company Visit to PT Mitra Adiperkasa and Astra Life, exploring the application of psychology in a professional setting with over 120 participants, and led a team of 34 students spanning 6 divisions.
- Forged collaborations with ILUNI Fakultas Psikologi UI, CDC Fakultas Psikologi UI, and KarirLab; organized a workshop titled "Navigating Your Future: Unlocking the Possibilities of Human Capital and HR Consulting" featuring speakers from Deloitte.

Honors & Awards

The First Winner of UGJ Raya Olympics International Essay Competition

July 2024

Top 5 Best Essays in the Essay Competition at WCE by UI Women in Business

July 2024

Finalist National Psychological Intervention Design UNAIR

November 2023

Skills

Language:

- Indonesian (Native)
- English (B1 Intermediate: [EPT UI: 643](#), [DET: 160](#))

Software:

- MYOB (Proficient)
- SPSS and JASP (Proficient)
- Microsoft Office (Proficient)

Others :

- IStatistics and Psychometrics (Competent)
- Tax administration, Financial, service, trade and institutional accounting cycles (Expert).