

# DINI RAHMADANI

Bekasi, West Java

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## ABOUT ME

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I am a Psychology graduate from Gunadarma University with a passion for talent acquisition and employer branding. I take initiative, demonstrate resilience, and am eager to further develop my skills in human resources.

## EDUCATION

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### Gunadarma University | 2020 - 2024

Bachelor's Degree - Psychology

- GPA 3.69/4.00
- **Related Coursework:** Industrial and Organizational Psychology (A), Inventory Test (A), Intelligence Measurement Method (A), Psychodiagnostics 3: Interview (A).
- **Thesis:** The Influence of Psychological Empowerment to Innovative Work Behaviour among Indonesian civil apparatus.

## WORK EXPERIENCES

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### 99 Group ( 99.co | rumah123 | SRX )

Employer Branding Associate | August 2024 - present

- Managed the end-to-end employer branding's social media or platforms (Instagram, LinkedIn, and TikTok), from ideation to post-production
- Maintained brand integrity across social media platforms
- Drove employee engagement initiative through programs like OhYay!@99 and CSR@99
- Cultivated TA partnerships with campuses, student communities, or job fairs
- Collaborated with cross-functional teams (HRBP, Ops, and Marketing) for align employer branding and employee engagement initiatives

Talent Acquisition and Employer Branding Intern | February 2024 - August 2024

- Conducted end-to-end recruitment for intern and freelance positions, including sourcing, interviews, reference checks, and preparing offering files.
- Provided administrative support to the HR team, including data entry, file management, and maintaining recruitment databases with ATS.
- Managed the end-to-end employer branding's social media (Instagram & TikTok), from ideation to post-production.
- Managed the end-to-end corporate social responsibility initiatives.

### PT Trans Digital Media (detikcom) x Kampus Merdeka's MSIB Program

Talent Acquisition Intern | August 2023 - February 2024

- Conducted end-to-end recruitment for full-time and internship positions, including sourcing, shortlisting, administering psychological test (TST & DISC), and conducting interviews using the BEI technique.
- Partnered with stakeholders to understand staffing needs and develop effective hiring strategies.
- Designed job qualifications in accordance with company requirements and advertised job vacancies on platforms such as Tech In Asia, LinkedIn, campus career centers, and Telegram.
- Conceptualized and executed an interns' farewell event (as Event Organizer, Liaison Officer, Creative, and more.)
- Assisted in massive recruitment for the Digital Media Internship Program x Kampus Merdeka's MSIB Batch 6, which had over 70 role openings and received 20,783 total applicants.

## **PT. Talenta Sinergi Group (Upscale.id)**

IT Talent Acquisition Intern | May 2023 - June 2023

- Handled recruitment for Frontend Developer, Frontend Programmer, Quality Assurance positions.
- Utilized LinkedIn and Facebook to approach, process, and interview IT candidates.

## **Basic Psychology Laboratory in Gunadarma**

Laboratory Assistant | April 2023 - August 2023

- Taught first year and second year students practicum on 2 subjects; Psychodiagnostic 2: Observation and Physical Psychology.
- Reviewed students' assignments

## **CV Psylution Indonesia**

Human Resources Coordinator Intern | January 2023 - April 2023

- Monitored and assisted two HR divisions: Talent Acquisition and People & Culture.
- Strategized and created KPIs, SOPs, Performance Appraisals, bonding events, and the recruitment process with the team.
- Handled end-to-end recruitment for positions such as Social Media Specialist, Graphic Designer, Freelance Moderator, Customer Service, Administration, Project Officer, Volunteers, etc.
- Initiated and conceptualized the company's new employer branding account on Instagram, reaching over 900 followers in 3 months.

Human Resources Intern | September 2022 - December 2022

- Evaluated work performance and conceptualized SOP for certain positions.
- Handled end-to-end recruitment for several intern positions, which received 1900+ total applicants.
- Implemented more effective content data management for the company using Google Sheets.

## **VOLUNTEER EXPERIENCES**

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### **Lingkar Psikologi**

Human Resources Development Staff | April 2022 - November 2022

- Conceptualized, designed, planned, distributed, and edited content for employer branding.
- Managed end-to-end recruitment for staff regeneration, successfully recruiting 36 people from a pool of 300++ candidates.
- Conducted performance appraisal recapitulations.

### **Youth Travails**

Human Resources Development Staff | January 2022 - March 2022

- Monitored work performance for the Financial and Administration division.
- Conceptualized and executed bonding and training event for all members.

## **OTHER EXPERIENCES**

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- Content Designer for @keluargalipsi on Instagram (May 2022 - Nov 2022)
- Podcaster at Comma Design (July 2021- August 2021)
- Secretary, Graphic Designer, Content Writer at Comma Design (January 2021 - September 2021)

## **SKILLS**

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- **Softskills:** Adaptability, Communication, Time Management, Teamwork, Creativity, and Public Speaking.
- **Hardskills:** Recruitment, Employer Branding, Employee Engagement, People Development, Administration, Graphic Design, Content Writing, and Social Media.
- **Technical:** Google Workspace, Microsoft Office 365, Applicant Tracking System, Job Portals, Adobe Photoshop, Canva, Appointlet, Calendly, Notion.
- **Language:** Indonesian, English.

## COURSES & TRAINING

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- Virtual Experience Program: Introduction to Talent Acquisition from Aksel ✓
- Behavioral Event Interview: Online Class from HRD Program Center ✓
- Competency-based Interview Technique in Recruitment Process from Mekari University ✓
- Recruitment & Employee Mapping Using MBTI Personality Test from HRIndoSociety ✓
- Key Performance Indicator 101: Concept, Case Study, and Expert's Tips from Mekari University ✓