



FIRANY YUNIA

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South Tangerang, Indonesia

I'm a Culture and Employer Branding Specialist. I have more than 3 years of experience in human resources department specifically in Culture, Employer Branding and Employee Engagement. Let's make an impact together and make the organizations and companies special with our unique stories.

Work Experiences

I-Solution - Tangerang, Indonesia

Jul 2023 - Oct 2024

Culture and Employer Branding Lead

Subsidiary of PT Link Net, Tbk for project and services

- Responsible for activate life at social media in Instagram, LinkedIn and Tiktok for promote culture, team and career involving create the content plan, content brief, and execute the concept with video editor and graphic design
- Develop and implement holistic employee wellness programs called I-Secret (I-Solution Sport and Recreation) that encompass physical and mental one time every month with 95% employee satisfaction rate
- Develop and maintain 100+ related communications, including build community, make a posters, and digital content to keep employees engaged and informed through email blast, whatsapp blast and Purposefull Well application
- Worked directly with management to conceptualize, plan, and execute 20 - 30 diverse range of employee events and programs, such as employee birthday, company birthday celebrations, workshops, Iftar, Independence day, and sport community and Culture Roadshow
- Work closely with recruiter for university partnership needs
- Led a team of 3 intern employee
- Cooperate with 2 Universities (Budi Luhur and Global Institute) for Career Fair, Employer Branding and Webinar

Kompas Gramedia - Jakarta, Indonesia

Oct 2022 - Jul 2023

People Engagement and Employer Branding Analyst

Corporate Human Resources

- Project lead for Kompas Gramedia Internship Challenge Program x Kampus Merdeka Batch 3 and Batch 4 with a total of 300+ students and 22.700+ applicants for batch 4 also batch 5
- In collaboration with talent acquisition team to gather talent pool through Kompas Gramedia Internship Challenge, Kompas Gramedia Scholarship, Legal and Industrial Apprenticeship program
- Creating employer brand content to communicate employee value proposition by Instagram Life at KG @growwith_kg
- Lead and execute employer branding initiatives projects with other business unit such as: Kompas TV, Kompascom, Harian Kompas, KGX, Santika Hotel, and Gramedia
- Major in charge of onboarding and offboarding Kompas Gramedia Internship Challenge
- Collaborate with Branding and Marketing team for re-branding Kompas Gramedia Wellbeing as Employee Assistance Program
- Cooperate with Multimedia Nusantara University Career Preparation Event for 2000+ students

BFI Finance Indonesia, Tbk - Tangerang, Indonesia

Jun 2022 - Oct 2022

Corporate Culture and Employer Branding Intern

Multifinance Company

- Focusing on exciting, engaging, and fun place to work is our end goal. Programs that are carefully thought of served to head office employees reached 5000+ employees, with satisfaction scores reaching an average of 4.6 of 5.0
- Work closely with other team especially tech recruiter to support employer branding needs for tech talent fulfillment at Head Office
- Responsible to managed and run Instagram @lifeatbfi & Linked in BFI Finance and increased followers at 30%
- Managed onboarding process for first day induction new joiner with HRBP
- Support employee engagement survey program
- Responsible to maintain BFI Technology Development Programs
- Cooperate with 5+ universities and 10+ IT communities for partnership
- Conduct various types of events according to the needs and requests of the BoD with different objectives but not limited to culture change campaigns event, bonding events, sport events and town hall event
- Collaborate with Service Excellence Team to create employee relations programs for the head office and the branch such as Independence day, National Customer Day, BFI Ride, and Batik day

RWI Consulting - Tangerang, Indonesia

Nov 2021 - Jun 2022

People Growth Officer (Contract)

Risk Management Consulting

- Support end-to-end recruitment cycle for interns and contract specifically in Growth and Project Departments involving: managed job advertising, reviewing resume, follow-ups, arrange schedule with candidates by email career Positions: Consulting Project Officer,

Product Marketing Associate, People Growth, Brand Graphic Designer

- Work with manager to revamp onboarding process to provide new employees with 100% a complete understanding of the company
- Initiated internal communication branding efforts (team bonding) to help maintain employee happiness and retention.
- Cooperate with third-party for employee self-development
- Developed and implemented new HR policies and procedures to ensure that the company's staffing needs and goals were always met

RWI Consulting - Tangerang, Indonesia

Aug 2021 - Nov 2021

Consulting Project Officer

Risk Management Consulting

- Assisting risk management consultants in generate deliverables (project outputs)
- Built out technical meeting Enterprise Risk Management, Business Continuity Management System, Risk Maturity Level Assessment and In-House Training materials
- Reviewing client (BUMN) guidelines and standar operating procedure
- Create 5 Minutes of Meeting (MoM) per day
- Worked directly with risk management consultant with 6 previous client such as: Pupuk Indonesia Holding Company (PIHC), Pupuk Petrokimia Gresik, Semen Indonesia, Semen Gresik, Jasa Raharja, Hutama Karya and JICT

Education Level

Bunda Mulia University - Tangerang, Indonesia

Aug 2018 - Sep 2022

Bachelor of Marketing Communications, 3.69/4.00

Skills, Achievements & Other Experience

- **Projects: Oops Webinar** (2021): Out of Ordinary Public Speaker is a Virtual Talkshow held on 5th June 2021 at Aston Simatupang. We talked about how to create a digital content creator with Bimoky and Trivet. I got an opportunity to be a part in this project as Event Budget Planner.
- **Skills:** Employer Branding, Employee Engagement, Culture, Partnership, Recruitment, Employee Relations, Event Management, Project Management, Risk Management, Microsoft Office, Creative Thinking, Fast Learner, and Easily Adaptable