

CURRICULUM VITAE LADAYNA NURUL ARASY



EDUCATION

UNIVERSITAS INDONESIA

August 2015 – August 2019

Bachelor of Psychology

- Graduate with Honor, GPA 3.67
- Achiever of Direktorat Inovasi dan Inkubator Bisnis Universitas Indonesia (DIIB) Awar- 2016
- Presenter of The 3rd International Psychology Symposium Undergraduate Research- 2016



PROFESSIONAL EXPERIENCES

Kementerian Luar Negeri - The Centre for Education & Training of The Ministry of Foreign Affairs of The Republic of Indonesia Competence Development Analyst

June 2022 – Present

(June 2022 – Present)

- Responsible for evaluating, developing, and implementing training programs to enhance the skills, knowledge, and performance of employees
- Create and develop comprehensive training programs, workshops, and instructional materials
- Coordinate with internal and external stakeholders to ensure the effective delivery of training programs that align with the organization's business objectives

Training Unit:

Senior Diplomatic School (June 2022 - June 2023),
Mid-Career Diplomatic School (July 2023 - December 2024),
Technical Training (January 2024-Present)



KEMENTERIAN LUAR NEGERI
REPUBLIK INDONESIA

BERT Digital Indonesia - Digital Marketing Agency Project Manager

June 2020 – June 2022

(December 2020 – June 2022)

- Responsible for managing end-to-end project for client from planning the project, executing project, to reporting project
- Create strategies for client's objective needs
- Coordinate with clients, internal team, vendor, or third parties
- Lead, monitor, and evaluate team performance



BERT'S

Community Activation Lead

(September 2020 – November 2020)

- Responsible to manage community activation project for clients
- Responsible to manage and monitoring team to achieve KPI
- Responsible to make a progress report for the projects
- Sourcing communities and building relationship with them to support project

Recruitment

(June 2020 – August 2020)

- Carry out employee recruitment activities related to MPP fulfilment
 - Create and post job advertisements
 - Create Job Descriptions
 - Sources candidates using databases, job portal, social media, etc
 - Screening, meeting with candidates, offering candidate
 - Manage the employee assignment needs of all positions
- Successful Projects:** Danone Acquisition Project (Brand Lactamil, Nutrilon, Bebelac),



0821-1260-9646



ladayaras@gmail.com



@ladayaras



Ladayna Nurul Arasy

CURRICULUM VITAE LADAYNA NURUL ARASY

Sania Community Activation, etc

Excellera Consultant – Human Resource Consulting Recruitment Consultant

- Understand client's recruitment needs and requirements
- Create and post job advertisements
- Sources candidates using databases, job portal, social media, etc
- Screen candidates with pre-interview screening
- Match the most suitable candidates to client's vacant position
- Organizing interview and selection process
- Provide advices to helping candidates in recruitment process
- Facilitate agreements between candidate and employer
- Building relationship with clients and candidates

December 2019 – June 2020



PT Perkebunan Nusantara III – Agricultural Talent Management Intern

- Assist staff conducting job analysis and workload analysis
- Assist staff develop new organizational structures
- Identify suitable training for employee's development
- Manage Program Magang Mahasiswa Bersertifikat BUMN
- Responsible for end-to-end recruitment internship program
- Support HR Operation team for new uniform project

February 2019 – August 2019



Maxima Indonesia – Social Impact Agency Project Internship

- Responsible to conduct market research project
- Assist Program Manager for Client's CSR Projects
- Create contents for article section in Company Website

June 2018 – August 2018



TRAINING & CERTIFICATION

- | | |
|--|---------------|
| • Certified as Professional Coach from BNSP | March 2025 |
| • Certified PBJP (Pengadaan Barang/Jasa Pemerintah) Level-1 from LKPP RI | June 2024 |
| • Business Etiquette, Cross-Cultural Communication and Visual Statement Training from John Robert Powers | March 2024 |
| • Certified as Trainer/Instructor from BNSP | February 2024 |
| • Assessors Training from Education and Training Center Ministry of Foreign Affairs of The Republic of Indonesia | February 2024 |
| • Social Media Management Training from Education and Training Center Ministry of Foreign Affairs of The Republic of Indonesia | April 2023 |
| • Certified as Training Officer Course from LAN RI | March 2023 |
| • Project Manager Coaching Program from LOOP Institute of Coaching | December 2020 |

VOLUNTEER EXPERIENCES

- | | |
|---|--------------------|
| Public Relation Coordinator , Karang Taruna RW 11 Bekasi Selatan | 2018 – 2021 |
| Math & English Tutor , Taman Islam Darussalam Bekasi | 2015 – 2023 |
| Community Services , Into The light Indonesia | 2018 |
| Wedding Organizer Staff , Bee Wedding Organizer | 2016 – 2023 |



0821-1260-9646



ladayaras@gmail.com



@ladayaras



Ladayna Nurul Arasy