

PANDUAN PEMBUATAN CV/RESUME & LINKEDIN REVIEW SERVICE

E-BOOK



Pendahuluan

Halo Pembaca!

Selamat datang di e-book Panduan Pembuatan CV/Resume & LinkedIn Review Service. E-book ini dirancang untuk membantu Anda, baik fresh graduate maupun profesional berpengalaman, dalam membuat CV/resume yang menarik dan mengoptimalkan profil LinkedIn untuk meningkatkan peluang karir.

Di era digital seperti sekarang, CV/resume dan LinkedIn adalah dua alat penting yang tidak boleh diabaikan. CV/resume adalah gerbang pertama untuk menarik perhatian rekruter, sementara LinkedIn adalah platform terbaik untuk membangun jaringan profesional dan personal branding.

Mari kita mulai perjalanan ini!

Mengapa CV/Resume dan LinkedIn Penting?

CV/Resume: Gerbang Menuju Wawancara

CV/resume adalah dokumen pertama yang dilihat oleh rekruter. Dokumen ini harus mampu menggambarkan diri Anda secara singkat, jelas, dan menarik. Menurut penelitian, rekruter hanya menghabiskan 6-7 detik untuk memindai CV/resume. Jadi, pastikan CV/resume Anda menonjol!

LinkedIn: Jaringan Profesional Terbesar di Dunia

LinkedIn adalah platform yang digunakan oleh lebih dari 700 juta profesional di seluruh dunia. Sekitar 90% rekruter menggunakan LinkedIn untuk mencari kandidat potensial. Profil LinkedIn yang baik tidak hanya meningkatkan visibilitas Anda tetapi juga membuka peluang networking yang luas.

Langkah-Langkah Membuat CV/Resume yang Menarik

Struktur CV/Resume yang Baik

1. Informasi Kontak:

- Nama lengkap.
- Nomor telepon.
- Email profesional (hindari email seperti cutegirl123@gmail.com).
- LinkedIn profile (jika ada).

2. Profil Singkat (Summary):

- Deskripsi singkat tentang diri Anda (maksimal 3-4 kalimat).
- Contoh: "Lulusan Teknik Informatika dengan pengalaman 2 tahun di bidang pengembangan web. Berpengalaman dalam membangun aplikasi berbasis PHP dan JavaScript."

KALIMAT PROFIL UNTUK MELAMAR POSISI **CUSTOMER SERVICE**

Saya adalah seorang profesional dengan pengalaman di bidang layanan pelanggan yang memiliki keterampilan komunikasi yang sangat baik dan kemampuan untuk menyelesaikan masalah dengan cepat dan efisien. Dengan sikap yang ramah, sabar, dan penuh empati, saya selalu berusaha memberikan pengalaman pelanggan yang positif dan membangun hubungan yang baik dengan mereka. Saya juga memiliki kemampuan multitasking yang baik, dapat bekerja dengan tim maupun secara mandiri, serta berkomitmen untuk memastikan kepuasan pelanggan dan mendukung tercapainya tujuan perusahaan.

KALIMAT PROFIL UNTUK MELAMAR POSISI PELAYAN RESTO

Saya seorang individu yang memiliki kemampuan komunikasi yang baik dan berorientasi pada pelayanan pelanggan. Dengan pengalaman di bidang pelayanan restoran, saya terbiasa bekerja di bawah tekanan dan selalu berusaha memberikan pengalaman makan yang menyenangkan bagi setiap tamu. Saya memiliki sikap yang ramah, sabar, serta kemampuan untuk bekerja sama dalam tim. Saya siap untuk memberikan pelayanan terbaik, menjaga kebersihan area restoran, dan memastikan kepuasan pelanggan selalu menjadi prioritas utama.

GUNAKAN INI JIKA ANDA INGIN MELAMAR POSISI PERAWAT

"Saya seorang perawat berlisensi dengan pengalaman lebih dari [jumlah tahun] tahun dalam memberikan pelayanan kesehatan di rumah sakit dan klinik. Memiliki kemampuan komunikasi yang baik, empati yang tinggi, serta keterampilan teknis yang kuat dalam memberikan perawatan kepada pasien. Saya juga mampu bekerja dengan baik dalam tim maupun secara mandiri, serta berkomitmen untuk selalu meningkatkan keterampilan profesional saya. Dengan semangat untuk memberikan pelayanan kesehatan yang terbaik, saya siap berkontribusi secara maksimal untuk mendukung kesembuhan dan kenyamanan pasien di [nama rumah sakit/klinik]."

KALIMAT PROFIL UNTUK MELAMAR POSISI MARKETING / SALES

Saya seorang profesional di bidang Sales/Marketing dengan pengalaman lebih dari [jumlah tahun] tahun dalam mengembangkan strategi penjualan, memelihara hubungan pelanggan, dan mencapai target yang ditetapkan. Memiliki kemampuan komunikasi yang efektif, negosiasi yang baik, serta pemahaman mendalam tentang pasar dan tren konsumen. Saya berorientasi pada hasil dan selalu berusaha untuk meningkatkan penjualan dengan pendekatan yang kreatif dan inovatif. Dengan semangat untuk mengembangkan produk dan brand perusahaan, saya siap memberikan kontribusi maksimal untuk mencapai kesuksesan bersama tim.

PESAN PENTING

Kalimat profil yang profesional menunjukkan bahwa Anda serius dalam melamar pekerjaan dan memahami pentingnya memberikan kesan pertama yang baik.

Dalam dunia yang penuh persaingan, profil yang baik membantu Anda menonjol di antara pelamar lain dengan menekankan kekuatan unik yang Anda miliki, seperti keahlian spesifik atau prestasi yang relevan.

Kalimat Profil dapat membantu menciptakan gambaran singkat dan terarah tentang tujuan karier Anda serta bagaimana Anda bisa berkontribusi pada perusahaan, mempermudah perekrut untuk melihat kesesuaian antara Anda dengan posisi yang sedang dibuka.

3. Pengalaman Kerja:

- Format: Nama perusahaan, jabatan, periode kerja.
- Deskripsi tanggung jawab dan pencapaian (gunakan angka/metrik untuk menunjukkan dampak).
- Contoh: "Meningkatkan traffic website sebesar 30% dalam 6 bulan melalui strategi SEO."

4. Pendidikan:

- Nama institusi, jurusan, tahun lulus.
- Contoh: "Universitas Indonesia, Teknik Informatika, 2018-2022."

5. Keterampilan:

- Hard skills (teknis) dan soft skills.
- Contoh: "Python, JavaScript, Manajemen Proyek, Komunikasi."

6. Sertifikasi dan Pelatihan (opsional):

Contoh: "Sertifikasi Google Analytics, 2023."

7. Proyek atau Pencapaian Tambahan (opsional):

Contoh: "Membangun aplikasi e-commerce untuk UMKM lokal."

Tips Desain CV/Resume

- Gunakan font profesional seperti Arial, Calibri, atau Times New Roman.
- Pastikan layout rapi dan mudah dibaca.
- Hindari penggunaan warna berlebihan.
- Maksimal 1-2 halaman.

Contoh

CV Freshgraduate Bahasa Inggris

[Your Full Name]
[Email Address] | [Phone Number] | [LinkedIn Profile]

About Me

Enthusiastic and highly motivated recent graduate with a [Degree] in [Field of Study]. Eager to apply academic knowledge and [mention any relevant skills or coursework] to contribute to [company/organization name] and embark on a successful career in [specific field or industry].

Education

[Degree] in [Field of Study] | [University Name] | [Year]

- Relevant coursework: [List any relevant coursework or projects]
- GPA: [Your GPA, if impressive]

Work Experience

[Internship Position] | [Company Name] | [Location] | [Month Year] - [Month Year]

- [Responsibility or achievement with quantifiable results]
- [Responsibility or achievement with quantifiable results]

[Part Time Position] | [Company Name] | [Location] | [Month Year] - [Month Year]

- [Responsibility or achievement with quantifiable results]
- [Responsibility or achievement with quantifiable results]

Projects

[Relevant Project Name] | [University Name] | [Year]

- [Brief description of the project and your role]
- [Any specific achievements or skills demonstrated]

Extracurricular Activities

- [List any clubs, organizations, or activities related to your field of study]

Awards and Achievements

- [Any academic or extracurricular awards]

Certifications

- [Any relevant certifications or training programs]

Skills

- [List any technical skills, software proficiency, or certifications relevant to the job]
- [Any soft skills like communication, teamwork, problem-solving, etc.]

CV Profesional Bahasa Inggris

[Your Full Name]
[Email Address] | [Phone Number] | [LinkedIn Profile]

Summary

Experienced professional with over [X years] in [industry/field]. Proven track record of [mention key achievements or skills]. Expertise in [specific skills or areas]. Strong [mention additional skills, e.g., leadership, problem-solving]. Looking to leverage my experience and skills to contribute to [company/organization name].

Professional Experience

[Job Title] | [Company Name] | [Location] | [Month Year] - [Month Year]

- [Achievement or responsibility with quantifiable results]
- [Achievement or responsibility with quantifiable results]
- [Achievement or responsibility with quantifiable results]

Education

[Degree] in [Field of Study] | [University Name] | [Year]

- [Achievements]

Certifications

- [Relevant certifications or training programs]

Awards and Honors

- [Any professional awards or recognitions]

Skills

- [List of relevant skills such as project management, data analysis, leadership, etc.]

CV Profesional Bahasa Indonesia

[Nama Lengkap Anda]

[Alamat Email] | [Nomor Telepon] | [Profil LinkedIn]

Ringkasan Profesional

Profesional berpengalaman dengan lebih dari [jumlah tahun] tahun pengalaman di [bidang/industri]. Saya telah sukses dalam [sebutkan prestasi utama atau tanggung jawab] dan memiliki kemampuan [sebutkan keahlian kunci, seperti manajemen proyek, analisis data, pemasaran]. Saya memiliki latar belakang pendidikan di [Jurusan] dari [Nama Universitas]. Saya adalah pemimpin yang [sebutkan atribut kepemimpinan, seperti proaktif, berorientasi pada hasil]. Saya mencari peluang untuk berkontribusi di [nama perusahaan] dan membantu mencapai tujuan bisnis.

Pengalaman Kerja

[Posisi] | [Nama Perusahaan] | [Lokasi] | [Bulan Tahun] - [Bulan Tahun]

- [Deskripsi tugas atau pencapaian dengan hasil terukur]
- [Deskripsi tugas atau pencapaian dengan hasil terukur]
- [Deskripsi tugas atau pencapaian dengan hasil terukur]

Pendidikan

[Gelar] di [Jurusan] | [Nama Universitas] | [Tahun]

- [Prestasi saat kuliah]

Sertifikasi

- [Daftar sertifikasi atau pelatihan yang relevan]

Penghargaan dan Pencapaian

- [Penghargaan atau pencapaian yang relevan]
- [Penghargaan atau pencapaian yang relevan]

Skills

- [Daftar keterampilan yang relevan seperti Microsoft Office, Bahasa Asing, Analisis Data, dll.]

CV Freshgraduate Bahasa Indonesia

[Nama Lengkap]

[Alamat Email] | [Nomor Telepon] | [Profil LinkedIn]

Tentang Saya

Saya adalah lulusan baru dengan minat mendalam di [bidang/industri]. Dengan latar belakang pendidikan di [Jurusan] dari [Nama Universitas], saya memiliki dasar yang kuat dalam [sebutkan keterampilan atau pengetahuan spesifik]. Saya memiliki kemampuan [sebutkan keterampilan atau keahlian tambahan] dan memiliki hasrat untuk terus mengasah keterampilan ini. Saya sangat antusias untuk memulai karir saya dan berkontribusi dalam mencapai tujuan perusahaan.

Pendidikan

[Gelar] dalam [Jurusan] | [Nama Universitas] | [Tahun]

- [Relevansi kursus atau pencapaian akademik]

Pengalaman Kerja

[Pekerjaan atau Magang] | [Nama Perusahaan] | [Lokasi] | [Bulan Tahun] - [Bulan Tahun]

- [Tanggung jawab atau pencapaian dengan hasil yang terukur]
- [Tanggung jawab atau pencapaian dengan hasil yang terukur]

[Pekerjaan atau Magang] | [Nama Perusahaan] | [Lokasi] | [Bulan Tahun] - [Bulan Tahun]

- [Tanggung jawab atau pencapaian dengan hasil yang terukur]
- [Tanggung jawab atau pencapaian dengan hasil yang terukur]

Sertifikasi

- [Sertifikasi atau pelatihan yang relevan]

Penghargaan

- [Penghargaan atau pengakuan akademik]

Skills

- [Daftar keterampilan yang relevan seperti Microsoft Office, Bahasa Asing, Analisis Data, dll.]

Kesalahan Umum dalam Pembuatan CV/Resume

Berikut adalah beberapa kesalahan yang sering dilakukan:

1. Typo dan Kesalahan Tata Bahasa:
Selalu proofread CV/resume Anda sebelum mengirimkannya.
2. Terlalu Panjang atau Terlalu Singkat: Idealnya, CV/resume hanya 1-2 halaman.
3. Fokus pada Tanggung Jawab, Bukan Pencapaian:
Rekruter lebih tertarik pada apa yang Anda capai, bukan hanya apa yang Anda lakukan.
4. Menggunakan Template yang Tidak Profesional: Hindari template yang terlalu ramai atau tidak formal.
5. Tidak Menyesuaikan CV/Resume dengan Lowongan:
Sesuaikan CV/resume Anda dengan deskripsi pekerjaan yang dilamar.

Optimasi LinkedIn untuk Meningkatkan Peluang Karir

Langkah-Langkah Mengoptimalkan LinkedIn

1. Foto Profil yang Profesional:
Gunakan foto dengan latar belakang netral dan ekspresi ramah.
2. Headline yang Menarik:
Contoh: "Digital Marketing Specialist | Helping Brands Grow Through Data-Driven Strategies."
3. Summary yang Menarik:
Ceritakan tentang diri Anda, keterampilan, dan tujuan karir.
4. Pengalaman Kerja:
Sertakan deskripsi yang detail dan pencapaian.
5. Keterampilan dan Endorsement:
Tambahkan keterampilan relevan dan mintalah endorsement dari rekan kerja.
6. Rekomendasi:
Mintalah rekomendasi dari atasan atau rekan kerja.
7. Aktivitas dan Posting:
Bagikan konten relevan dan ikuti diskusi di industri Anda.

LinkedIn Review Service: Apa Itu dan Manfaatnya

Apa Itu LinkedIn Review Service?

LinkedIn Review Service adalah layanan profesional untuk mengevaluasi dan meningkatkan profil LinkedIn Anda.

Manfaat LinkedIn Review Service

- Meningkatkan visibilitas profil LinkedIn.
- Menyesuaikan profil dengan standar industri.

- Meningkatkan peluang ditemukan oleh rekruter.

Apa yang Diperiksa dalam LinkedIn Review Service?

- Foto profil dan headline.
- Summary dan pengalaman kerja.
- Keterampilan dan rekomendasi.
- Aktivitas dan engagement.

Tips Menjaga Profesionalitas Online

- Hindari konten negatif atau tidak profesional di media sosial.
- Gunakan email profesional (contoh: nama.anda@gmail.com).
- Aktif di komunitas profesional dan forum online.
- Rutin memperbarui CV/resume dan profil LinkedIn.

Sumber Daya dan Template Gratis

Berikut beberapa sumber daya yang dapat Anda gunakan:

- Template CV/Resume Gratis:
[Canva](https://www.canva.com), [GoogleDocs](https://docs.google.com).
- Tools Proofreading:
[Grammarly](https://www.grammarly.com), [ProWritingAid](https://prowritingaid.com).
- Kursus Online:
LinkedIn Learning, Coursera.

SAMPLE RESUME

Jacob A. McLean

1921 Rainy Day Drive • Cambridge, MA 02140
jacob.mclean@post.harvard.edu • (617) 555-3456

Education

HARVARD UNIVERSITY Extension School

Master of Liberal Arts, Information Management Systems

May 2015

- Dean's List Academic Achievement Award recipient
- Relevant coursework: Trends in Enterprise Information Systems, Principles of Finance, Data mining and Forecast Management, Resource Planning and Allocation Management, Simulation for Managerial Decision Making

RUTGERS, THE STATE UNIVERSITY OF NEW JERSEY

Bachelor of Arts in Computer Science with Mathematics minor

May 2008

Professional Experience

STATE STREET CORPORATION

Principal – Simulated Technology

Boston, MA

December 2011 – July 2013

- Led 8 cross functional, geographically dispersed teams to support quality for the reporting system
- Improved process efficiency 75% by standardizing end to end project management workflow
- Reduced application testing time 30% by automating shorter testing phases for off cycle projects
- Conducted industry research on third-party testing tools and prepared recommendations for maximum return on investment

FIDELITY INVESTMENTS

Associate – Interactive

Boston, MA

January 2009 – November 2011

Technology

- Initiated automated testing efforts that reduced post production defects by 40%
- Implemented initiatives to reduce overall project time frames by involving quality team members early in the Software Development Life Cycle iterations
- Developed a systematic approach to organize and document the requirements of the to-be-system
- Provided leadership to off-shore tech teams via training and analyzing business requirements

L.L. BEAN, INC.

IT Consultant

Freeport, ME

June 2008 – December 2009

- Collaborated closely with the business teams to streamline production release strategy plans
- Managed team of five test engineers to develop data driven framework that increased application testing depth and breadth by 150%
- Generated statistical analysis of quality and requirements traceability matrices to determine the linear relationship of development time frames to defect identification and subsequent resolution
- Led walkthroughs with project stakeholders to set expectations and milestones for the project team

Technical Expertise

MS Excel, PowerPoint, Relational Databases, Project Management, Quantitative Analysis, SQL, Java

Additional

Organized computer and English literacy workshops for underprivileged children in South Asia, 2013 Student Scholarship Recipient, National Conference on Race and Ethnicity, 2007-2008

Create a Strong Resume

A resume is a brief, informative summary of your abilities, education, and experience. It should highlight your strongest assets and skills relevant to the job for which you are applying, and differentiate you from other candidates seeking similar positions. Although it alone will not get you a job or internship, a good resume is an important element toward obtaining an interview.

Tailor your resume to the type of position you are seeking. This does not mean that all of your experience must relate directly, but your resume should reflect the kind of skills the employer would value.

NEED HELP?

- **CARC/OCS Resume and Cover Letter Webinar.** Learn the nuts and bolts of getting started. See the CARC or OCS websites for dates.
- **HES Call-ins.** First Monday of the month or second Monday, if the first is a holiday, Sep-May, 1:00-3:45pm (10 minutes). **Phone** (617-496-8946) or **Skype** (amandacpeters.at.ocs) during call-in hours only. Available to currently registered Extension School students and alumni only.
- **Career Advising Appointments.** Matriculated degree students and alumni only. Please set up a 30-minute appointment via Crimson Careers; offered year-round.

RESUME TIPS

RESUME LANGUAGE SHOULD BE:

- Specific rather than general
- Active rather than passive
- Written to express not impress
- Articulate rather than "flowery"
- Fact-based (quantify and qualify)
- Written for people who scan quickly

DON'T:

- Use personal pronouns (such as I)
- Abbreviate
- Use a narrative style
- Number or letter categories
- Use slang or colloquialisms
- Include a picture
- Include age or sex
- List references
- Start each line with a date

TOP 5 RESUME MISTAKES:

1. Spelling and grammar errors
2. Missing email and phone information
3. Using passive language instead of "action" words
4. Not well organized, concise, or easy to skim
5. Not tailored to the position or industry

DO:

- Be consistent in format and content
- Make it easy to read and follow, balancing white space
- Use consistent spacing, bold, and capitalization for emphasis
- List headings (such as Experience) in order of importance
- Within headings, list information in reverse chronological order (most recent first)
- Avoid information gaps such as a missing summer
- Be sure that your formatting translated properly if converted to a .pdf

PLAN TO WORK INTERNATIONALLY?

Resume guidelines can vary from country to country.

Always use your @college email account and check it frequently, even if you have enabled forwarding.

RESUMES AND COVER LETTERS

RESUME SAMPLE

Firstname Lastname

If an employer asks for your SAT/ACT scores or GPA, include in your Education section.

17 Main Street • Los Angeles, CA 92720 • youremail@college.harvard.edu • (714) 558-9857

Education

HARVARD UNIVERSITY

A.B. Honors degree in History. GPA 3.73.

Relevant Coursework: International Political Economics and the European Community.

Commit 25 hours per week to Harvard Varsity Field Hockey Program.

Cambridge, MA

May 2023

UNIVERSITY OF LONDON

Study abroad coursework in European History and Econometrics.

London, UK

May - August 2021

LOS ANGELES HIGH SCHOOL

Graduated with high honors. SAT I: M:780 V:760.

National Honor Society. Member of Varsity Field Hockey Team.

Los Angeles, CA

June 2019

If including coursework, be sure it's relevant to the position to which you're applying.

Experience

Use different verbs.

PEPSI-COLA NORTH AMERICA BEVERAGES

Marketing Analyst Intern

Examined ~~profitability~~ of foreign market for new fruit drink using analysis of comparable brands. Managed focus groups and consumer surveys gathering over 500 data points. Created ideas for niche marketing campaigns including use of social networks and viral marketing. Presented findings to senior managers using quantitative analysis and creative visuals in combined PowerPoint presentation.

Remote

May - August 2022

THOMAS WILCK ASSOCIATES

Assistant Account Executive

Researched and assembled requests for proposals for medium-sized public relations and communications firm. Actively participated in staff meetings and brainstorming sessions. Generated correspondence with top executive officers.

London, UK

May - August 2021

TECH HILLS

Technology Intern

Implemented new web site, including back end database storage system and dynamic web pages.

Note that relevant interests and skills can be demonstrated through campus and volunteer activities as well as through previous employment.

Laguna Hills, CA

May - August 2020

Leadership

HARVARD UNDERGRADUATE WOMEN IN BUSINESS (WIB)

Executive Committee Member

Organized marketing and advertising campaign to increase membership. Coordinated business conference and networking reception for 50 business professionals and 500 students.

Cambridge, MA

February 2020 - Present

HARVARD COLLEGE MARATHON CHALLENGE

Training Program Director

Developed training program for 25 charity runners. Raised over \$25,000 to support Phillips Brooks House Association and The Cambridge Food Project.

Cambridge, MA

January - May 2020

Skills & Interests

Be consistent presenting data. Use either numerals or words but not both.

Technical: Microsoft Excel and Access, Stata, SQL, Java and HTML.

Language: Fluent French and Conversational Spanish.

Interests: Ultimate Frisbee, Bhangra dance, and European films.

SAMPLE RESUME

Nadia Smythe

email@g.harvard.edu | 555-555-5555

linkedin.com/in/youracct/

EDUCATION

HARVARD UNIVERSITY EXTENSION SCHOOL

2014 - 2016

Master of Liberal Arts, Management

- Recipient of Dean's List Academic Achievement Award
- Selected for the Venture Incubation Program at Harvard Innovation Lab and winner of Stretch Award 2016

UNIVERSIDAD NACIONAL AUTONOMA DE MEXICO

2001- 2006

Bachelor of Business Administration in Marketing

- Graduated from Honors Program, Rank 1
- College Student of the year 2006 awarded by Expansion Time Warner Magazine
- Recipient of L'Oréal Excellence Award 2006

PROFESSIONAL EXPERIENCE

AGENDA28

September 2012- Present

CO-FOUNDER/ DESIGN STRATEGY DIRECTOR

- Founded design studio specialized in social impact that develops integral design strategies to increase effectiveness of social initiatives and empowers young designers from underserved communities in Mexico
- Led 20 design projects for nonprofits and social enterprises in the U.S., Mexico, India, Zambia, Australia, Switzerland
- Won Most Innovative Idea at Educational Innovation and Social Entrepreneurship Conference at Harvard - May 2015

ENTERPRISE DE MEXICO

November 2008 – January 2014

MARKETING & SALES DIRECTOR

- Led the Marketing and Sales teams achieving a company growth of 163% in 5 years
- Reinforced the brand by redesigning the corporate identity and executing online marketing campaigns
- Improved the customer service by implementing a new Sales Methodology, a CRM and a Loyalty Program
- Developed a new Corporate Strategic Planning methodology and coordinated all related activities
- Expanded operations to 9 new countries in Latin America

OPTICIANE MEXICO

January 2008 – October 2008

PR & MEDIA EXECUTIVE

- Managed the PR activities for 16 eyewear brands
- Planned events for Tiffany, Chanel, and Ralph Lauren winning best congress planner 2008 (Convenciones Mag.)
- Coordinated media campaigns for RayBan, Vogue and Prada
- Accomplished \$1,300,000 USD in Clipping (free advertisement)

CLAIROLE MEXICO

March 2006 – December 2007

PREFERENCE BRAND MANAGER

- Performed the marketing activities including forecasts, new products launch, advertisement and promotions
- Led the Casting Crème Gloss and Color Rays market research
- Achieved 15% in annual growth vs 0.5% budgeted

TRAINEE: Managed the Mexico City's point of sales team

INTERNSHIP: Supported Paris' hair color brands with sales forecasts, design of promotions and PR events

VOLUNTEER EXPERIENCE

- **INCUBATEC**- Mexico City (January 2005 – May 2006): Coordinator of entrepreneurs program
- **ARTE NAJEL**- Chiapas, Mexico (July 2005 – March 2006): Marketing advisor for fair trade project
- **POLE**- Nairobi, Kenya (August 2012): Assistance to Mercy Community School to develop business plan

Jesse Jayant

555-555-5555/ you@post.harvard.edu

Summary

Results-oriented finance professional with over 10 years of experience in publicly traded and privately held enterprises. Proven track record in complex and capital-intensive global industries, delivering value and innovation in Finance, Strategy, and Corporate Planning.

Core Competencies

- | | | | |
|----------------------|----------------------|----------------------|--------------------|
| • Financial Analysis | • Budgeting | • Strategic Planning | • Month-End Close |
| • Forecasting | • Business Planning | • Reporting | • Capital Planning |
| • M&A | • Financial Modeling | • Valuation | • Project Planning |

Experience

USA Airlines, Chicago, IL

Sr. Financial Analyst, Information Technology Financial Planning

2011 - 2018

- Developed and monitored a \$1B annual Information Technology (IT) budget for 2012 & 2013.
- Tracked spending against budget and project progress to ensure effectiveness of financial controls and accuracy.
- Prepared and presented monthly, quarterly, and annual spending reports to CIO.
- Implemented new technology (SharePoint Portal) and processes to facilitate monthly reporting that decreased reporting cycle by over 40%.
- Constructed a comprehensive monthly forecasting model to reduce forecast cycle time from 2 weeks to under 4 days.
- As a member of USA's Chapter 11 Restructuring Team, conducted sensitivity analysis to re-negotiate 30 IT vendor contracts that resulted in 15% savings.

Dream Properties, Bangalore, India

Sr. Financial Analyst, Finance & Strategic Planning

2010 - 2011

- Analyzed and recommended to the CFO and CEO viable business investments in Real Estate projects and lease commitments (\$5M-\$25M).
- Identified redundancy in processes and personnel that allowed \$3M of annual expenses to become a source of revenue.
- Led a team of 7 professionals to identify revenue potential and optimization as key drivers of future portfolio strategy.

USA Airlines, Chicago, IL

Sr. Financial Analyst, Human Resources Finance

2009 - 2010

- Divisional controller, leading financial reporting and analysis, accounting, budgeting, P&L optimization for \$200M HR division including Compensation, Vendor Management, Retirement.
- Led effort to right-size USA's unionized workforce. Reduced total headcount by approximately 800 FTEs, resulting in annualized savings of \$60M.
- Modeled and presented the financial structure of USA's variable compensation & bonus plans to executive management.

Sr. Financial Analyst, Operations Business Planning

2008 - 2009

- Directed the implementation of a \$50M technology project at over 10 major US Airports (including Dallas/Fort Worth, Chicago, New York, Miami, Los Angeles) that scaled to support over 15,000 employees, increased productivity by 12%, and reduced lost baggage expenses by 8%.
- Built the Checked Baggage Fees Model and projected revenue stream (\$12M) by forecasting the change in passengers' baggage check-in behavior.
- Developed an optimization model to define refurbishment strategy for over 300 ground service equipment that led to \$2M savings.
- Designed USA's Rent Pricing Model to determine lease commitments for all US airports.

USA Owl Airlines, Chicago, IL

Financial Analyst, Financial Analysis & Capital Planning

2006 - 2007

- As a member the Finance Integration Team, collaborated with Merrill Lynch to develop a spinoff report to provide guidance and enable departments estimate post spin-off revenue and cost synergies.
- Assessed departmental needs and partnered with internal customers on the composition of USA's capital plan for 2008 (\$500M).
- Served as a liaison between Corporate Planning and Capital Planning; analyzed and acquired funding of \$120M for large capital projects in 1 year.
- Identified and implemented cost-saving initiatives of \$250K through ground service equipment optimization at 60 US airports.

Alpro Laboratories, Detroit, MI

2006 - 2006

Financial Analyst, Finance & Business Planning

- Re-designed the revenue forecast model to reduce budget preparation time by 30% in 4 months.
- Analyzed and recommended the CFO to adjust product production based on competing companies' market share for multiple product lines.

Morgan Firm, Wood, MI

2005 - 2005

Intern

- Assisted portfolio managers in analyzing stocks and mutual funds for prospective and existing clients.
- Participated in client financial planning discussions and quarterly portfolio review.

Education

Harvard University, Extension School, Cambridge, MA

May 2017

Master of Liberal Arts - Management

- Dean's List, GPA 3.89

Professional Graduate Certificate – Organizational Behavior

May 2017

Kalamazoo College, Kalamazoo, MI

December 2005

Bachelor of Business Administration - Finance

- Summa Cum Laude, Dean's List, GPA 3.92

Additional Information

- **Cultural Experiences:** Visited over 30 countries in 4 continents and lived in 3 countries
- **Social Impact:** Susan G. Komen Walk Fundraising – Member (2012-2013), Mother Teresa Missionaries of Charity - Committee Member (2010-2011), Big Brother Big Sister – Member (2008)
- **Personal Interests:** Avid reader, traveller, bicyclist

Template #1

Subject: Tindak Lanjut Lamaran untuk Posisi Talent Acquisition –
[Nama Kandidat]

Yang terhormat tim rekrutmen PT XYZ,

Semoga Anda dalam keadaan sehat. Saya ingin mengonfirmasi bahwa saya telah mengirimkan CV & portfolio untuk posisi Talent Acquisition pada tanggal 13 Januari 2025.

Saya sangat tertarik dengan kesempatan ini. Saya percaya bahwa skill & pengalaman saya sebagai Talent Acquisition selama 5 tahun dapat membawa kontribusi positif bagi PT XYZ.

Apakah ada perkembangan atau informasi lebih lanjut mengenai tahapan seleksi yang dapat saya ketahui? Saya siap untuk langkah selanjutnya dalam proses rekrutmen.

Terima kasih atas waktu dan perhatiannya. Saya sangat menghargai kesempatan ini dan berharap bisa segera mendengar kabar baik dari Bapak/Ibu.

Salam hormat,
[Nama Kandidat]

Template #2



Subject: Follow-up Lamaran Posisi Digital Marketing

Yth. HRD PT ABC,

Saya ingin mengingatkan kembali mengenai lamaran saya yang telah dikirim pada 13 Januari 2025 untuk posisi Digital Marketing di PT ABC. Saya ingin menekankan kembali ketertarikan dan antusiasme saya untuk bergabung dengan tim di PT ABC dan berharap dapat diberikan kesempatan untuk melanjutkan ke tahapan selanjutnya.

Saya menyadari banyaknya lamaran yang diterima, namun saya ingin memastikan bahwa CV saya sudah diterima. Jika memungkinkan, saya juga ingin menanyakan perkiraan waktu proses seleksi atau jika ada informasi tambahan yang perlu saya ketahui.

Terima kasih banyak atas waktunya. Saya sangat berharap dapat bertemu dan berdiskusi lebih lanjut mengenai kontribusi yang bisa saya berikan.

Hormat saya,
[Nama kandidat]

Template #3

Subject: Follow-up on Application for Customer Support

Dear [HR Name],

I would like to follow up on my application for the Customer Support position that I submitted on January 13, 2025. I am very eager to join your team and would like to inquire about the next steps in the recruitment process.

If possible, I would appreciate clarification on the timeline for the selection results or any upcoming stages I should prepare for. I am happy to provide any additional information or attend an interview if needed.

Thank you so much for your time and the opportunity to be considered for this role. I truly appreciate the recruitment process and look forward to hearing from you soon.

Best regards,
[Candidate Name]

Template #4

Subject: Follow-up on Application for Marketing Manager Position

Dear [HR Name],

I hope this message finds you well. I wanted to follow up on my application for the Marketing Manager position that I submitted on 13 January 2025. I'm very enthusiastic about the opportunity to join XYZ Group and contribute my skills and experience in marketing area.

I understand the recruitment process takes time, and I would appreciate any updates on the status of my application or the next steps in the process. If any additional information is needed from my side, I'd be more than happy to provide it.

Thank you once again for your time and consideration. I look forward to the possibility of working together.

Best regards,
[Candidate Name]



Follow-up lewat email bisa bikin lamaranmu diperhatikan, tapi jangan sampai bikin HR *ilfeel* karena terkesan mengejar-ngejar!

Agar tetap profesional dan sopan, perhatikan hal-hal berikut:

- ✖ Jangan kirim *follow-up* berkali-kali
- ✖ Hindari nada yang memaksa atau menekan
- ✖ Pastikan pesan singkat, sopan, dan jelas

Dengan begitu, HR mempertimbangkanmu sebagai kandidat yang serius. *Good luck, jobseekers!*