

# FERY IRAWAN, SE

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**PERSONAL DATA** Male/ Bandung, 23<sup>rd</sup> of January 1992 (25 years old) / Single  
**KEY COMPETENCE** Marketing, Research, Managerial, Volunteer, Ecommerce Business Analysis

I Am An outgoing person, high motivation to learn, a good eye for detail and the ability to work well both independently and as part of the team who has graduated from Faculty of Economic, Universitas Pendidikan Indonesia. I am passionate about Research, Marketing, Human Resources, and Social Work. Involved in few project research, social volunteer and nowadays has a business as e-commerce in online shop platform (Elevenia, Shopee, Instagram). I am Excellent in Bahasa Indonesia and Good in English (PTESOL – TOEFL Like score 467, taken in August 2015). I enjoy Outdoor Activities, Build Connection with People, Project Management, Strategic Planning, and Administration.

## EDUCATION

**Bachelor of Economic, Indonesia University of Education (UPI)  
2010 – 2015 (GPA 3.37)**

**Final Project** Pengaruh Brand Trust terhadap Brand Loyalty (Survey terhadap pengguna Notebook merek Acer) Essential lesson from this final project is to describe brand trust and brand loyalty at Acer Notebook users and influence of brand trust to brand loyalty. The result showed that brand trust influence customers of Acer notebook to still loyal, to increase market share corporation have to develop strong brand not only focus on marketing.

## WORKING EXPERIENCE

**RESILIENCE DEVELOPMENT INITIATIVE (1 August 2015 – 31 October 2015)**

**Position** Junior Research – Internship

**Job Description** Author 1 Working Paper “Brand Imaging on Hotel Brand Management of Cipanas Tourism Area, Garut District, West Java”, doing qualitative and quantitative, analyzing the case in a survey, assist in survey research titled “Kerentanan Sumber Daya Air Akibat Perubahan Iklim di Semarang”, Assist in survey research titled “Ketahanan Sektor Ekonomi Pariwisata Terhadap Potensi Bencana Gunung Api Guntur”. Skill create working paper, survey and collecting data, disaster awareness.

**PT BIOFARMA (Persero) (2 May 2016 – 30 June 2016)**

**Position** Implementer (QC, QA)

**Job Description** Pack Meningococcal vaccine, Hepatitis B vaccine, BCG vaccine, Dropper Polio. Maintain and managing the vaccine cold chain, excessive heat or cold exposure can damage vaccines. The “cold chain” refers to the process used to maintain optimal conditions during the transport, storage, and handling of vaccines, starting at the manufacturer and ending with the administration of the vaccine to the client.

**TEAL-STORE (E-Commerce) (22 August 2016 – Present)**

**Position** Owner

**Job Description** Build a strong brand and analysis target market, has two mainstream online shop platform partnerships (Shopee & Elevenia). Listing product, maintaining goods, stock, and customer. Has granted daily deals and 100 top slots offered by Elevenia for product listing.

## ORGANIZATIONAL EXPERIENCE

**Ikatan Mahasiswa Manajemen UPI (IMAGE) (2011-2013)**

**Position** Fellow

**Job Description** Help and contribute in any program who IMAGE create.

**Management Introducing Creative Orientation (MICRO) (2012)****Position** Event Division

Job Description Create event, curriculum, and timeline activity during MICRO.

**Greenpeace Indonesia (2013)****Position** Volunteer

Job Description Campaigning and acts to change attitudes and behavior, to protect and conserve the environment and to promote peace.

**Kuliah Kerja Nyata (2013)****Position** Event

Job Description Handle event during KKN Tematik 2013 at Desa Sukajaya Lembang.

**60 Asian-African Conference and Commemoration Indonesia (2015)****Position** Volunteer

Job Description Inform any information about Asian-African Conference and Carnival.

**Kerentanan Sumber Daya Air Akibat Perubahan Iklim di Semarang (2015)****Position** Research Internship

Job Description Assist in survey research, Collect Data &amp; Survey.

**TRAINING AND FORUM****2012** Workshop Badan Promosi Pariwisata Indonesia "Green Tourism"

"Fakultas Pendidikan Ekonomi dan Bisnis UPI"

**2012** International Seminar "Be a Global Entrepreneur"

"Fakultas Pendidikan Ekonomi dan Bisnis UPI"

**2012** Workshop Wirausah Muda Mandiri dan Mandiri Edukasi

"PT. Bank Mandiri, Tbk"

**2012** MICRO as Staff Event Division

"Ikatan Mahasiswa Manajemen UPI"

**2012** Sekolah Kepemimpinan Manajemen IMAGE UPI

"Fakultas Pendidikan Ekonomi dan Bisnis UPI"

**2015** Seminar Indonesia FEALAC Youth Conference

"Kementrian Pemuda dan Olahraga Republik Indonesia"

**2015** Lecture from Michael Hall "Tourism in Asia Themes and Issues in Environmental Change"

"Resilience Development Initiative"

**2015** Workshop Jurnalistik, Kompas TV, Harian Kompas & Kompas.com Talk show Rosianna Silalahi

"Kompas Group"

**LANGUAGE, COMPUTER, AND PERSONAL SKILLS****Language** Bahasa Indonesia(Mother Tongue), English (Professional Working Proficiency) PTESOL-TOEFL Like 467.**Computer Skills** Microsoft Word, Microsoft Excel, Microsoft Power Point, Prezi, Windows Movie Maker, SPSS, Corel Video Studio, Computer Literate (Windows 7, 8, 10, Mac OS X Yosemite).**Personal Skills** Communication, Socialize, Leadership, Negotiation, Strategic Planning, Administration, Managerial, Adaptation.**HOBBIES AND INTERESTS**

Volleyball, Social Volunteer, Cycling, Traveling, Book Enthusiasm.