

RAYNANDA YASIR ABDILLAH

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Palm Village D1, Pamulang, Tangerang Selatan, Banten

I am a 2023 alumnus with a bachelor's degree in International Relations from President University, specializing in Diplomacy Studies. I challenge myself to solve problems and add value by emphasizing transparency and responsibility. Have a growth mentality, good time management skills, thrive in a fast-paced and rapidly changing environment, a desire to learn new things, a desire to stay on top of the latest trends, attention to detail, a creative mind, and strong analytical skills. Furthermore, I strongly desire to strive to provide the best results with full responsibility and integrity in order to realize the company's vision and mission.

Work Experiences

Cipta Harmoni Lestari - Tangerang Selatan, Indonesia

Jun 2024 - Present

Marketing Communication Officer

The real estate development division of the Harita Group, an Indonesian conglomerate with focus in natural resource businesses, such as palm oil, nickel mining & smelting, and bauxite mining & refining.

- Coordinated with mall management to assess available spaces, negotiate lease terms, and finalize agreements, ensuring all conditions and additional costs were clearly defined and agreed upon.
- Achieved monthly bazaars and festivals with extraordinary and one-of-a-kind events. Approximately 65% of typical daily traffic was produced by event planning.
- Resultant create beneficial events with a social impact on mall patrons and the surrounding community by establishing and maintaining strong relationships with the media, influencers, and local communities.

Mustika Land - Jakarta, Indonesia

Sep 2023 - May 2024

Leasing Assistant Manager (Sales and Marketing)

The company focuses on enhancing residential and commercial lifestyles in affordable smart homes into high-end residential projects, while diversifying with other value-added businesses in apartment service support, leasing support and technology-enabled real estate services.

- Accomplished in building strong relationships with customers, resulting in high retention rates in the form of company visits and apartment visits.
- Successfully negotiated a deal and financially profitable contract for the company with a target of 1.5 M achieved by 13.33 Percent.
- Increased skills in customer relations, telemarketing, and became a team to compile a database of Japanese companies in the West Java region totaling approximately 1000 companies in several fields.

Jababeka Infrastruktur Tbk - Cikarang, Indonesia

May 2021 - Oct 2021

Tenant Relations (Event and Multimedia)

The first open industrial estate development company in Indonesia.

- Successfully perform the role of Tenant Relations Officer to provide quality, tenant-focused service and contribute to the overall success of the Tenant Relations team.
- Manage to function as the main point of contact for tenants, maintaining regular communication to address their complaints or requests and providing solutions in a prompt and professional manner.
- Accomplished in applying copywriting, design, and multimedia skills in the creation of a monthly company newsletter such as the latest news and information for companies in the Jababeka area.

President University - Cikarang, Indonesia

Sep 2019 - Sep 2020

Student Ambassador

The private college in the Cikarang Regency of West Java, that has an A accreditation.

- Acted as a team player and successfully created a program aimed at developing the character of the sales team to perform and work well as a team.
- Accomplished to increase the attraction of school children by attending education fairs and high schools in the Greater Jakarta area with a total of 50 visits per school.

Education Level

President University - Cikarang, Indonesia

Aug 2019 - Jun 2023

Bachelor Degree in International, 3.46/4.00

- Relevant Coursework : International Culture and Communication, Foreign Policy Analysis, Indonesian Societal System, and Country Risks in International Relations and Business.

President University - Cikarang

Oct 2023 - Jul 2025 (Expected)

Masters Degree in Law

- Relevant Coursework : Corporate Contract Drafting, Law and Major Corporate Projects, Legal Research Databases and Jurisprudence Cases

Organisational Experience

HIPMI PT President University - Cikarang, Indonesia

Jun 2021 - Jun 2022

Part of Pemuda Olahraga dan Pariwisata

An association of young entrepreneurs in Indonesia under the auspices of BPC (Branch Management Agency)

- Develop students in higher education who can improve the mental health of human resources, create employment, and grow businesses.
- Responsible for all sports activities and sightseeing excursions held during a certain period.

LDK Zahirul Ma'ala - Cikarang, Indonesia

Oct 2019 - Oct 2021

Human Resource and Head of Division of Student Activity

An Islamic Youth Organization in President University

- Person in charge of recruiting, supervising, and developing the potential of internal and external human resources within the association.
- Create events that involve religious agendas and collaborate with parties outside the campus in their implementation.

Gerakan Mengajar Desa - Bekasi, Indonesia

Aug 2019 - Aug 2021

Human Resource and Chair Person

An educational movement initiated on the basis of concern for education in Indonesia.

- Develop local communities and youth may contribute to the advancement of education in Indonesia, allowing it to become a government partner.
- Person in charge of recruiting, supervising, and developing the potential of internal and external human resources within the association.

Skills, Project & Achievements

- **Soft Skills** (2022): Analytical Thinking, Critical Thinking, Logical Thinking, Leadership, Teamwork, Integrity and Project Management.
- **Hard Skills** (2022): Microsoft Office (word, excel, and powerpoint), Canva, and Copywriting.
- **Modules Taken** 📌 (2021): Global Diplomacy – Diplomacy in the Modern World
- **Modules Taken** 📌 (2021): Global Diplomacy: the United Nations in the World
- **Achievements** 📌 (2021): Most active Head of Division in the Organization
- **Certification** 📌 (2021): President English Short Course
- **Certification** 📌 (2019): President Youth Leadership Camp
- **Projects** 📌 (2023): Community Service Uluran Tangan IDN for Children With Cancer
- **Projects** 📌 (2021): Entrepreneurship of President International Model United Nations
- **Projects** 📌 (2021): Devotion of Gerakan Mengajar Desa
- **Projects** 📌 (2021): Logistic of Diplomat One Day
- **Projects** 📌 (2021): PIC Game of Sport Olympiad President University
- **Projects** 📌 (2021): Project Management of Big Islamic Festival at Zahirul Ma'ala
- **Projects** 📌 (2020): Project Management of Social Project at Zahirul Ma'ala
- **Projects** 📌 (2019): Project Management of Farewell at Zahirul Ma'ala