# Hendrayani Kristianty


Public Relations Specialist

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Hendrayani Kristianty


Yani graduated from Faculty of Communication Multimedia Nusantara University major in Public Relations with GPA 3.69. Started her career in year 2014 at Cognito Communications Counsellors, one of credible local Public Relations Consultant and continues her career in Upnormals Pingfans Digital Agency and PIAR Consulting.

Yani have worked with local and multi-national clients from various industries namely lifestyle, IT, FMCG, automotive, as well as non-profit sector.

## Personal Details

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| Date of Birth | : January 13, 1991 |
| Sex/Gender | : Female |
| Nationality | : Indonesia |
| Marital Status | : Single |
| Permanent Address | : Jl. Astina Gang Sukasirna No 4, Bandung, West Java |
| Temporary Address | : Jl. Cibeber III No 4, Kebayoran Baru, South Jakarta |

## Work Experience

**ACCOUNT EXECUTIVE | PIAR CONSULTING | MAY 2016 – PRESENT**

- Planning and implementing client's communications activities, coordinates media events, build and maintain media relations, compile and develop client's report, also maintain relationships with various supporting parties in public relations for event management. Support the consultancy team in handling the accounts for:

**COPY WRITER | UPNORMALS PINGFANS | OCTOBER 2015 – APRIL 2016**

- Develop creative contents for digital platform (Facebook, Twitter, Instagram, Website, GDN, etc), only for new clients or pitching new clients.

**JUNIOR ASSOCIATE | COGNITO COMMUNICATIONS COUNSELLORS | JULY 2014 – OCTOBER 2015**

- Planning and implementing client's communications activities, coordinates media events, build and maintain media relations, compile and develop client's report, also maintain relationships with various supporting parties in public relations for event management. Support the consultancy team in handling the accounts for:

**INTERNSHIP STUDENT | PT FRISIAN FLAG INDONESIA | JULY 2013 – OCTOBER 2013**

- Digital monitoring (FFI website and social media)
- Analyze media monitoring report
- Managing contents for FFI internal television
- Plan & implement reconstruction survey for FFI corporate website

**FREELANCE MEDIA RELATIONS | SCI COMMUNICATIONS | MAY 2014 – MAY 2016**

- Build and maintain media relations, develop press release and communications documents, also coordinates media events. Support the consultancy team in handling the accounts for:

**FREELANCE MARKETING | UNIVERSITAS MULTIMEDIA NUSANTARA | 2012 – 2013**

- Manage exhibition booth of education in high schools and malls
- Lead students visit roadshow

**FREELANCE TEACHER | Y&S COURSE, BE 1ST BIMBEL & PRIVATE TEACHER | MARCH 2011 – DEC 2012**

- Read, write and arithmetic subject for Kindergarten level
- All subjects for Elementary School and Junior High School

## Education

**S.I.KOM. [BACHELOR] | 2010 - 2014 | UNIVERSITAS MULTIMEDIA NUSANTARA, TANGERANG**

- Communications – Public Relations
- GPA 3.69

**2008 - 2010 | UNIVERSITAS GADJAH MADA, YOGYAKARTA**

- Law Major

**2005 - 2008 | SMAK 1 BPK PENABUR, BANDUNG**

- Science Major (IPA)

**2002 - 2005 | SMPN 1, CIAMIS**

**1996 - 2002 | SDN JANGGALA, CIAMIS**

## Organizational & Committee Experience

**SECRETARY | EVENT MANAGEMENT CLASS A1 – BOOK LAUNCHING "BIDADARI KELAB MALAM" BY KRISTASIA PANGALILA | MAY 2013**

**ACTIVIST ON THE EARTH DAY'S COMMEMORATION ACTION WITH MANGROVE | MAPALA UMN | APRIL 2013**

**HEALTH DIVISION | ORIENTASI MAHASISWA BARU UMN | SEPTEMBER 2012**

**LITBANG DIVISION | BPPM MAHKAMAH FAKULTAS HUKUM UGM | SEPTEMBER 2008**

## Achievement

**JUARA HARAPAN II | SICO 3RD SMA INFORMATIKA CIAMIS | FEBRUARY 2005**
**JUARA II | SICO 2ND SMA INFORMATIKA CIAMIS | APRIL 2004**
**FINALIS | PEMILIHAN PENULIS SURAT PELAJAR TERBAIK | SEPTEMBER 2002**

## Language

**INDONESIAN | 100%**
**ENGLISH**
- **READING | 80%**
- **WRITING | 50%**
- **LISTENING | 50%**
- **SPEAKING | 35%**

**FRENCH & GERMAN | 5 – 10%**

## Software

**MICROSOFT OFFICE [OUTLOOK, WORD, EXCEL & POWER POINT] | 80%**
**INTERNET [EMAIL, UPLOAD – DOWNLOAD, BLOG & SOCIAL MEDIA] | 80%**
**DESIGN [ADOBE PHOTOSHOP & WINDOWS MOVIE MAKER] | 15 – 35%**