

KATERINE PUTRI

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I am a professional with nearly three years of experience in HR and as a Recruitment Specialist. I have skills in conducting interviews, administering psychological tests, and handling various HR tasks such as KPI development, SOP creation, job description analysis, and employer branding. I have a strong interest in general HR and specialization in Recruitment, Employer Branding, and HRBP.

Work Experiences

PT Citra Lestari Sempurna (Tull Jye Cosmetic) - Jakarta, Indonesia

Nov 2023 - Present

HRD Officer

PT Citra Lestari Sempurna is the official distributor of the Tull Jye cosmetics brand in Indonesia.

- Conducted end-to-end recruitment processes for various positions, ranging from entry-level to managerial roles. This included posting job advertisements, sorting CVs, conducting interviews, administering psychological tests, extending offers to candidates, coordinating with hiring managers, and assisting with the onboarding of new employees.
- Created and refined Standard Operating Procedures (SOPs), job descriptions for each position, employee KPIs, company regulations, employment contracts, and employee letters of recommendation.
- Managed and organized personal data for over 40 employees, ensuring that both hard copy and digital records were complete and securely stored. Also handled attendance records, and leave/sick requests, and conducted regular follow-ups on the performance of new employees.
- Assisted in resolving internal conflicts among employees, ensuring a positive work environment that adhered to SOPs while minimizing disputes through one-on-one discussions and mediation.
- Prepared monthly reports on employee KPIs for division heads, including analyses based on those results, and executed employer branding initiatives in collaboration with other divisions.
- Achievement: As the first HRD in the company, successfully established an effective and structured recruitment process. Within two months, created and refined various SOPs and company regulations, and initiated several HR projects that positively impacted both long-term and new employees.

EF English First (Swara Group) - Tangerang, Indonesia.

Sep 2021 - Nov 2023

Recruitment Specialist

Swara Group is a company that has 11 branches of EF English First, located in Jakarta, Tangerang and Bogor Areas.

- Responsible for managing the recruitment process and fulfilling staffing needs across 11 EF branches in Jakarta, Tangerang, and Bogor, as well as one head office, for positions ranging from entry-level to managerial roles.
- Conducted end-to-end recruitment processes, including posting job advertisements on various platforms, sorting CVs, interviewing over 50 candidates monthly, administering psychological tests such as PAPI-MBTI and Logic Tests, scoring the test results, and coordinating with hiring managers at each branch.
- Participated in job fairs and campus hiring events to source candidates, expand the candidate database, and enhance employer branding for recruitment purposes. Planned effective and efficient recruitment strategies, including online, offline, and phone interviews.
- Coordinated with internal and external parties to gather candidate databases and collaborated with universities and job portals for job advertisement placements.
- Managed various recruitment administrative tasks, including weekly and monthly recruitment reports, conducting follow-ups at one week, one month, and six months for new employees, and performing exit interviews when necessary.
- Maintained organized records of both soft and hard copies, ensuring that data for over 50 employees at both the head office and branches was up-to-date and easily accessible. Updated records for contract employees, both for extensions and completions.
- Achievement: Successfully hired more than 10 staff members each month on several occasions, organized the first one-day hiring event at two branches, and conducted interviews for various job positions.

Education Level

Universitas Gunadarma - Tangerang, Indonesia.

Aug 2016 - Sep 2020

Bachelor Degree in Psychology, 3.56/4.00

- During my college years, I studied human behavior and the factors that influence it. I conducted various observational studies and interviews with different subjects in line with the coursework. Additionally, I prepared scientific reports based on the results of these field activities.
- Thesis: The Relationship Between Parenting Style Perception and Emotional Intelligence in Adolescents from Central Java.

Organisational Experience

Dealls – Jobs & Mentoring (YC W22)

May 2024 - Present

Mentor

Dealls is a Jobs & Mentoring Platform based in Indonesia.

- My role is to be a one-on-one mentor for both job seekers and working professionals, helping them explore their untapped skills and abilities.
- I assist mentees in improving their resumes and review whether any information is missing or needs to be better articulated.
- I help mentees gain a better understanding of the job market and support them in identifying their career goals.

Starbucks Creative Youth Entrepreneurship Program (SCYEP) - Tangerang & Jakarta, Indonesia.

Jun 2021 - Oct 2021

Facilitator

An entrepreneurship program for vocational school students and also one of Starbucks's commitments to giving back to the community.

- I played a role in assisting vocational school students, who were divided into small groups, in determining the business ventures they would pursue for consideration in the funding selection process.
- I acted as a mediator among team members who presented ideas, and I facilitated the implementation of those ideas to ensure they progressed effectively.

Skills, Achievements & Other Experience

- **License** (2021): License to Hire by EF English First Kids & Teens
- **Modules Taken** (2019): SPSS for Psychology by Laboratorium Psikologi Universitas Gunadarma
- **Skills**: Interviewing Skills, Screening Resumes, Psychological Testing, HR Database, Talent Acquisition, Employer Branding, HR Development, Labor and Employment Law, HR Administration.