

# NURUL LAILA SALSABILA

+6285888587476 | nurullailasalsa@gmail.com | <https://www.linkedin.com/in/nurullailasalsa>

Perumahan Bukit Nusa Indah. Jl. Mahoni Kav. 1154, Serua, Ciputat

A psychology graduate who focus on recruitment, and is experienced in handling psychological test administration & interview. Individuals with well-developed communication skill, also known as an active, adaptable, fast learner, and hard-working person which loves to collaborate in diverse environments.

## Work Experiences

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### Al-Qolam Pictures - Tangerang, Indonesia

Sep 2022 - Present

#### HR Recruitment

- Executed a full-cycle recruitment process for non-tech roles, including sourcing, screening, and choosing optimal individuals
- Approach potential candidates through LinkedIn
- Handle social media branding for recruitment & job portals
- Conduct coaching for employees if needed
- Monitor employees who will be out of contract

### PT. Paragon Technology and Innovation (Wardah Beauty) - Jakarta (Remote)

Jan 2021 - Jan 2022

#### Campus Brand Ambassador

- Identified and maximized sales opportunities, and increased customer retention rates.
- Maintained up-to-date knowledge of all retail promotions.
- Implemented targeted marketing to drive product awareness and performance
- promote product using social media outlets instagram and tiktok
- took high quality photographs of product to support social media campaign
- organized and allled promotion event, set up and fore down sites and interaction with customers

Oct 2019 - Present

#### Beauty Content Creator

- Writing, reviewing, editing, and updating content for company websites, blogs, marketing materials, and similar platforms
- Using social media to engage consumers, respond to questions or complaints, and to promote company initiatives.
- Monitoring social media and company website metrics.

### Kantor Pelayanan Kekayaan Negara & Lelang (KPKNL) - Bekasi, Indonesia

May 2021 - Jun 2021

#### General Affairs & Humans Resources Intern

- Reviewing the performance appraisal of civil servants in Kantor Pelayanan Kekayaan Negara & Lelang (KPKNL) Bekasi
- Designed promotional media for the company
- Collaborated with team members to grow contribution through diligent focus and attention to detail
- assisted with administrative task to better understand industry proces

## Education Level

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### Universitas Negeri Surabaya - Surabaya, Indonesia

Aug 2018 - May 2022

Bachelor Degree in Psychology, 3.73/4.00

## Organisational Experience

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### Ikatan Mahasiswa Jombang UNESA - Surabaya, Indonesia

Nov 2018 - Jan 2022

#### Staff of Public Relation & Publication

- Preparing and editing organizational publications (brochures, videos, social media posts etc.)
- Updating and maintaining Web content.
- Seek opportunities for partnerships, sponsorships and advertising
- Prepare and submit reports

### Gauri Hijab Model - Surabaya, Indonesia

Sep 2019 - Jan 2021

- Organize activities related to modeling (Catwalk class, make up class, modeling competition)

### Community Services - Jombang, Indonesia

Jan 2019 -

#### Staff of Event Division

- Make a detailed and specific schedule of events

- Coordinate with equipment division in compiling equipment list required
- Coordinate and manage technical matters in the field during the event
- Disseminate the schedule of events to various related parties

**Futsal Competition (FUSCO) - Jombang, Indonesia**

Mar 2019 -

*Head of Sponsorship Division*

- Make a list of which parties will be invited to cooperate
- Make a sponsorship proposal
- Submit a sponsorship proposal to a certain party
- Thinking and planning other sources of funding that provide income
- Warmly welcome the sponsors when they come on the day of the event
- Follow up funds and business both pre-event and post-event
- Make a list of needs and budgets which will be submitted to other relevant divisions
- Responsible to the Chair of the Committee

**Psychotacular - Surabaya, Indonesia**

Mar 2020 - Present

*Staff of Consumption Division*

- Prepare and manage food menus, including determining the schedule
- Provide food for the committee, participants, and performers
- Prepare and tidy up consumption tools
- Managing consumption costs
- Establish relationships with food service providers
- Coordinate with the treasurer regarding the list of needs and budget
- Responsible to the Chair of the Committee

**Skills, Achievements & Other Experience**

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- **Soft Skills:** Leadership, Communication, Time Management, Ability to Work in Team, Self-Motivated
- **Hard Skills:** Interview, Recruitment tool, Microsoft Word, Microsoft Excell