



SITI SYIFANA HANAN

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Jakarta, Indonesia

Passionate Social Welfare graduate from the University of Indonesia, with a keen interest in human capital management. Experienced in recruitment, people development, and HR strategy support, with excellent analytical and communication skills. Eager to take on new challenges and expand my expertise as a Human Capital Specialist.

EDUCATION

UNIVERSITAS INDONESIA
Bachelor of Social Welfare
GPA: 3.81/4.00

Depok, Indonesia
2019-2023

WORK EXPERIENCES

TASTI ANUGERAH MANDIRI

Jakarta, Indonesia

Human Capital & General Services

Apr—Oct 2024

- Managed the revision and optimization of company policies, creating 2 comprehensive SOPs that were fully aligned with government regulations and effectively communicated to 200+ employees.
- Led the development and implementation of medical checkup programs for a team of 190 employees, resulting in a data-driven wellness program based on health assessments and reports.
- Coordinated and facilitated reward trips for over 50 high-performing employees and key colleagues, boosting team morale and recognition.
- Managed the recruitment process, successfully hiring over 20 highly qualified candidates to meet the company's talent needs.
- Accurately recorded, processed, and tracked 100+ employee claims, ensuring complete documentation and timely submissions.
- Directed the design and rollout of employee benefits programs, including the innovative Motorcycle Ownership Program (MOP), enhancing employee satisfaction and engagement.

PT ASTRA INTERNATIONAL, TBK – BMW SALES OPERATION

Jakarta, Indonesia

Human Resources Development

Aug 2023—Mar 2024

- Led the development and execution of 6+ cultural activities, aligning with company values and enhancing employee engagement, successfully increased employee awareness by 20% within the first three months of implementation.
- Facilitated the recruitment process of over 50 qualified candidates to drive company expansion.
- Create monthly webinar series based on the needs of employees and current issues. Increased employee monthly webinar satisfaction index by 30%.
- Conducted comprehensive analysis of employee assessments, resulting in personalized development plans for 60+ team members.
- Administered the reimbursement process for employee medical expenses with SAP, ensuring timely and accurate financial support.

ARSANARA DEVELOPMENT PARTNER

Jakarta, Indonesia

Content and Community Intern

Sep—Dec 2022

- Actively interacted with a follower base of 13.8k on Instagram to increase awareness on mental health.
- Enhanced Instagram user engagement by 50% within 3 months through heightened posting frequency, strategic hashtag usage, and fostering interaction via inquiries and content.

- Oversaw assessment projects for clients, providing comprehensive support to ensure project requirements were met effectively.
- Lead initiatives to cultivate organizational culture and elevate employer branding, resulting in a 35% enhancement.

ORGANISATIONAL EXPERIENCES

HMIKS UI

Depok, Indonesia

Deputy Head of Public Relation Division

Feb 2021—Feb 2022

- Supervised and facilitated development program for 7 staff that resulted in measurable improvements in staff skills and performance.
- Monitored and coordinated 8 divisions related to social media publications and engagement with stakeholders.

Media Staff of Public Relation Division

Mar 2020—Feb 2021

- Created posters or other designs for social media publications, 2-3 posts per week.
- Managed 2 divisions in the social media's publication process.

KERETA SENI

Depok, Indonesia

Design Director

Sep 2020—Apr 2021

- Supervised a team of 6 to manage events marketing through Instagram post.
- Designed layouts and editorial plan for promotional activity.
- Worked collaboratively with members of other divisions.

JELAJAH KARIR ILMU KESEJAHTERAAN SOSIAL

Depok, Indonesia

Vice Project Officer

Aug 2020—Nov 2020

- Supervised 20 staff in Jejak Kesos 2020 through Webinar that provide information related to job prospects for Social Welfare graduates, attended by 100+ participants.

ADDITIONAL INFORMATION

- **Volunteer** at Mentari Senja Jakarta (2022): Mentari Senja is non-profit organization that provides non-formal education for underprivileged children in Tanah Abang. My job as a volunteer is preparing objectives and outlines for courses of study, following curriculum guidelines and state standards.
- **Mini Course** 'Intro to Digital Marketing' (2022): a 2-weeks certified online course offered by RevoU.
- **Technical Skills:** Microsoft Office, SAP Finance, Adobe Photoshop, Adobe Illustrator.
- **Soft Skills:** Collaboration and Teamwork, Strong Time Management, Empathy, Problem-solving.
- **Languages:** Indonesia (Native), English (Professional Working Proficiency), and able to read Hangul (Korean Alphabet)