

[NAMA LENGKAP ANDA]

Email: [email.anda@gmail.com]

Telepon: [+62-812-3456-7890]

LinkedIn: [linkedin.com/in/nama-anda]

Alamat: [Kota, Provinsi, Indonesia]

Professional Summary

[Tulis 3-4 kalimat yang merangkum pengalaman, keahlian utama, dan nilai yang Anda tawarkan. Gunakan keywords yang relevan dengan posisi yang dilamar.]

Experienced [JOB TITLE] with [X] years of expertise in [SKILL/INDUSTRY]. Proven track record in [KEY ACHIEVEMENT/RESPONSIBILITY]. Strong background in [RELEVANT SKILLS] with demonstrated ability to [KEY COMPETENCY]. Seeking to leverage [EXPERTISE AREA] to drive [BUSINESS OUTCOME] at [TARGET COMPANY TYPE].

Core Competencies

[Daftar 8-12 skill utama yang relevan dengan posisi target. Gunakan bullets atau format simple.]

- [TECHNICAL SKILL 1]
- [TECHNICAL SKILL 2]
- [SOFT SKILL 1]
- [INDUSTRY KNOWLEDGE]
- [SOFTWARE/TOOLS]
- [CERTIFICATION/METHOD]
- [LANGUAGE SKILLS]
- [LEADERSHIP SKILL]

Professional Experience

[Urutkan dari yang terbaru. Gunakan action verbs dan quantify achievements bila memungkinkan.]

[JOB TITLE]

[COMPANY NAME]

[MM/YYYY] - Present

[City, Country]

- [Action verb] [specific responsibility/achievement with quantifiable results]
- [Managed/Led/Developed] [specific project/team] resulting in [measurable outcome]
- [Implemented/Improved] [system/process] which [impact on business/efficiency]
- [Collaborated with] [stakeholders] to [achieve specific goal or outcome]

[PREVIOUS JOB TITLE]

[PREVIOUS COMPANY NAME]

[MM/YYYY] - [MM/YYYY]

[City, Country]

- [Specific achievement with numbers/percentages]
- [Key responsibility that shows relevant experience]
- [Project or initiative you led or contributed to significantly]

[EARLIER JOB TITLE]

[EARLIER COMPANY NAME]

[MM/YYYY] - [MM/YYYY]

[City, Country]

- [Key accomplishment relevant to target role]
- [Important responsibility that builds your career narrative]

Education

[Mulai dari pendidikan tertinggi. Sertakan GPA jika di atas 3.5]

[DEGREE TYPE] in [MAJOR]

[UNIVERSITY NAME]

[Relevant Coursework: Course1, Course2, Course3] (optional)

[GRADUATION YEAR]

[City, Country]

[GPA: X.X/4.0] (if 3.5+)

Technical Skills

[Kategorikan skills berdasarkan jenis. Gunakan format yang mudah di-parse ATS.]

Programming Languages: [Python, Java, JavaScript, SQL, etc.]

Software/Tools: [Microsoft Office, Salesforce, Adobe Creative Suite, etc.]

Databases: [MySQL, PostgreSQL, MongoDB, etc.]

Frameworks: [React, Angular, Django, etc.]

Languages: [Indonesian (Native), English (Fluent), etc.]

Certifications

[Sertakan sertifikasi yang relevan dengan posisi target]

- [CERTIFICATION NAME] - [ISSUING ORGANIZATION] ([YEAR])
- [CERTIFICATION NAME] - [ISSUING ORGANIZATION] ([YEAR])

Key Projects

[Pilih 2-3 proyek paling relevan yang menunjukkan skills yang dibutuhkan]

[PROJECT NAME]

[Brief project description or role]

[MM/YYYY]

- [What you accomplished/built/delivered]
- [Technologies/methodologies used]
- [Impact or results achieved]

Awards & Achievements

[Sertakan penghargaan yang relevan dengan karir profesional]

- [AWARD NAME] - [ORGANIZATION/COMPANY] ([YEAR])
- [ACHIEVEMENT] - [CONTEXT/ORGANIZATION] ([YEAR])

CONTOH PENGAPLIKASIAN FORMAT CV ATS

Rama Aditya Putra

 Jakarta, Indonesia
 +62 812-3456-7890
 rama.aditya@gmail.com
 linkedin.com/in/ramaaditya

Ringkasan Profesional

Marketing & Business Development Specialist dengan pengalaman lebih dari 6 tahun dalam membangun brand awareness, merancang kampanye digital, serta meningkatkan penjualan lintas industri. Memiliki keahlian dalam strategi pemasaran data-driven, manajemen tim, serta kolaborasi dengan klien korporat dan UMKM. Mencapai kenaikan konversi pemasaran hingga 55% dan peningkatan revenue tahunan 30%.

Pengalaman Kerja

Senior Marketing Strategist

PT Digital Kreatif Asia — Jakarta, Indonesia

Jan 2021 – Sekarang

- Merancang & mengeksekusi strategi pemasaran digital yang meningkatkan leads qualified sebesar 40% YoY.
- Mengelola anggaran iklan Rp2M+/tahun dengan ROI rata-rata 4,2x.
- Membangun partnership strategis dengan 15+ brand nasional untuk kampanye kolaborasi.
- Memimpin tim 10 orang (copywriter, desainer, media buyer) dalam project multi-channel (Facebook Ads, Google Ads, LinkedIn Ads).

Business Development Executive

PT Sukses Mandiri Indonesia — Jakarta, Indonesia

April 2018 – Desember 2020

- Mengembangkan strategi akuisisi klien B2B sehingga portofolio klien meningkat 50% dalam 1 tahun.
- Menyusun proposal bisnis yang memenangkan tender senilai Rp5 miliar.
- Memimpin negosiasi kontrak kemitraan baru yang menambah pendapatan perusahaan Rp3 miliar per tahun.

Marketing Officer

CV Kreativa Digital — Jakarta, Indonesia

Juli 2016 – Maret 2018

- Membuat rencana kampanye media sosial yang meningkatkan engagement rate 65% di Instagram & LinkedIn.
 - Membuat konten copywriting SEO yang membawa 20.000 pengunjung organik per bulan.
 - Menganalisis kinerja kampanye dan memberikan rekomendasi perbaikan strategi.
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Pendidikan

Magister Manajemen – Pemasaran

Universitas Indonesia

2019 – 2021

- Fokus riset pemasaran digital & perilaku konsumen online.
- IPK: 3.90/4.00

Sarjana Ilmu Komunikasi – Marketing Communication

Universitas Padjadjaran

2012 – 2016

- Ketua Himpunan Mahasiswa Ilmu Komunikasi (2015).
 - Peneliti dalam program riset perilaku pembelian e-commerce.
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Keahlian Utama

- Digital Marketing (SEO, SEM, Social Ads)
 - Business Development & Negotiation
 - Market Research & Data Analytics
 - Team Leadership & Project Management
 - Branding & Content Strategy
 - Public Speaking & Client Presentation
 - CRM Tools (HubSpot, Salesforce)
 - Google Analytics & Ads Manager
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Sertifikasi

- **Google Ads Search Certification** – Google, 2024
 - **Certified Digital Marketing Professional (CDMP)** – Digital Marketing Institute, 2023
 - **HubSpot Inbound Marketing Certified** – HubSpot Academy, 2023
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Proyek & Prestasi

- **Growth Campaign FMCG Brand:** Memimpin kampanye multi-channel yang menambah penjualan produk baru 35% dalam 3 bulan.
- **Rebranding Perusahaan Teknologi:** Mengelola strategi branding ulang yang meningkatkan brand awareness 60% dan engagement