

RAIHAN DARY HENRIANA

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Jalan Sutera Indah no. 9, Kota
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EXECUTIVE SUMMARY

Born in 22nd of April 1994, I'm an International Relations graduate with experience in building startups, writing, and project management.

SPECIALIZATIONS

- Business Planning
- Ideation
- SEO Copywriting
- Campaign building
- Project management
- Research

QUALIFICATIONS

- TOEFL IBT: 612 [Unpar, 2020]
- EF SET: C2/Proficient (96/100, 2021)
- Arabic: Basic-Intermediate
- IQ: 131 (2011)

EDUCATION

- International Relations Bachelor from Parahyangan Catholic University (GPA: 3.09, 2013-2020)
- 3 Senior High School Bandung (2009-2012)
- LPBA Imam Malik on Arabic (2017-2019)
- Ma'had At-Taysir Intensive Program on Arabic (2018)
- Rasyad on Arabic (2019)

WORK EXPERIENCE (IN CHRONOLOGICAL ORDER)

Head of 3 Senior High School's Business Extracurricular Komisi 3 | 2011-2012

- Led the organization in handling production of school merchandises and training new recruits
- We assisted them in learning basic entrepreneurial skills such as business model canvas and marketing mix, public speaking, and practicing in making their own small businesses.

Marketing Competition Tutor

Cosmic School of Joy | 2013 - 2013

- Joined the committee after becoming a participant the year before
- Led a team of 10 to compete in selling Cosmic's apparel products.

Marketing Competition Committee Head

Cosmic School of Joy | 2014 - 2014

- Planned and organized sales campaigns translated as fun and competitive challenges and mini-events for high school students.

Head of Joyhaus, an organization of School of Joy alumnis

Joyhaus, Cosmic | 2014 - 2015

- Started an organization to handle and incubate the talents of School of Joy alumnis into businesses and projects.

CEO of Solved, a local fashion brand consultant startup

Solved, Kolaborasi | 2014 - 2015

- Joined Kolaborasi (one of Bandung's first incubator) with the founding team from Joyhaus to learn incubator management skills to later apply in Joyhaus.
- Handled management, client relations, and business plan construction for clients.
- Awarded the "Game Changer" title by Kolaborasi.

CMO of 120dB, an event logistics renting startup

Solved, Kolaborasi | 2014 - 2015

- Joined 120dB, one of Kolaborasi's other startups as CMO.
- 120dB got awarded the "Best Growth Startup of The Month" by Kolaborasi.

joyhaus's Representative in Creative Lab Project

Joyhaus - Fourspeed | 2015-2015

- Partnered with Fourspeed Metalworks in planning the building of Creative Lab (integrated creative space and incubator).
- The project was not realized due to lack of funding.

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INTERESTS

- Islam and Sharia Economy
- Business and global trends (I read McKinsey's publications daily)
- International Relations and global issues, especially on sustainability
- Islamic and science-based psychology

PERSONALITY

HEXACO:

- Honesty-Humility: 4.25
- Emotionality: 3.13
- Extraversion: 2.88
- Agreeableness: 2.94
- Conscientiousness: 3.56
- Openness to Experience: 3.81

TEMUBAKAT:

Strengths:

- Communicator
- Educator
- Interpreter
- Journalist
- Mediator
- Motivator
- Synthesizer

Weakness:

- Distributor
- Marketer (selling, not strategy)
- Operator
- Restorer
- Safekeeper

WORK EXPERIENCE (IN CHRONOLOGICAL ORDER), CONTINUED

-- CAMPUS ACTIVITIES

Campus media's Reporter

Media Parahyangan | 2013 - 2014

- Attended journalism courses from Tempo and Pikiran Rakyat journalists.
- Wrote news reports for the campus media.

Vice Committee Head of PMKT FISIP Unpar

FISIP Unpar | 2014 - 2014

- Handled the biggest annual event of FISIP Unpar.

Event Division Head of Parahyangan Sports Combat

Unpar | 2015 - 2015

- Handled Unpar's annual sports event.

Event Division Staff and D-day's Event Head Coordinator of TAHI 2013

HI Unpar | 2013 - 2013

- Handled the rundown planning for HI Unpar freshmen's annual event.

-- CURRENT ACTIVITIES/PROJECTS

Arabic Teacher

LPBA Imam Malik Bandung | 2019 - Present

- Teaching basic Arabic

Starting Eter, a shar'i sustainable apparel and handmade crafts startup

Eter | 2021 - Present

- Making apparel from sustainable fabrics and selling Tasikmalaya-based crafts.

Starting Ufuk, an Islamic integrated creative space and incubator

Ufuk | 2021 - Present

- Building startups, incubator, and a space with a hackerspace, makerspace, coworking space, concept store, etc.
- Planned as a shar'i version of Joyhaus and Creative Lab.

Freelance SEO Writer

SaungWriter | 2021 - Present

- Writing SEO articles on various topics from business to parenting and education.