

BAJIK ASSORA

Jakarta, 28 May 1992

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EDUCATIONAL BACKGROUND

2010-2017 **Universitas Katolik Parahyangan, Bandung**
Majoring in **Social & Political Science – International Relations**
Degree **Bachelor of Political Science**

2007-2010 **SMA Negeri 26, Jakarta**
Majoring in **Social**

WORKING EXPERIENCES

✓ **Account Coordinator at PT Prima Praxis Komunika (2021-present)**

Performing fundamental public relations tasks including creating PR campaigns, quality monitoring, and aiding in the production of media and digital-related materials, in addition to managing client publications and resources materials. Also responsible for developing ideas into PR campaign material for clients.

Clients handled:

- Xiaomi Indonesia (POCO)
- Ericsson Indonesia
- NBA Asia – Indonesia
- Garmin Indonesia
- PT Multipolar Tbk (MPC)

✓ **Content Writer Staff – F&G Division at PT Duta Daya Digital (Credible) (2020-2021)**

A startup company providing affordable micro-warehouse and fulfillment facilities for SMEs through digital platforms. Responsible for creating and managing press and publication materials including press releases, marketing newsletters, and social media posts related to the Food & Groceries (F&G) Division of the company. Also supporting public relations tasks, such as media relations and customer activations.

✓ **Associate, Media Relations at Weber Shandwick Indonesia (2018-2020)**

Responsible for performing fundamental public relations tasks, including creating PR campaigns, quality monitoring, and aiding in the production of media and digital-related materials, in addition to managing client publications and resources materials. Specializing in media relations role: acting as media officer representative and handling media-related events and activations.

Clients handled:

- PT Piaggio Indonesia
- General Motors Indonesia
- HUYA Inc. – NIMO TV Indonesia
- Prudential Life Assurance Indonesia.

✓ **PR Intern at GOLIN Indonesia (2018)**

Responsible for daily media monitoring work in GOLIN Indonesia, providing media coverage report for clients. Preparing clients' technical needs for PR events, including media database, media invitation, and media coverage report-making and tracking.

Clients handled:

- PT Freeport Indonesia

- Koalisi Indonesia Cegah Kanker Serviks (KICKS)
- Singapore International Foundation (SIF).

ORGANIZATIONAL EXPERIENCES

✓ Media Parahyangan (2011-2016)

The Student Press and Journalistic Organization of Universitas Katolik Parahyangan, Bandung. Positions handled:

- **Staff of Research and Development Center – Web Developing Division (July 2015 – February 2016)**
Being an administrator to the website platform and making sustainable Standard Operational Procedure (SOP) to the editorial division.
- **Managing Editor (July 2014 – June 2015)**
Controlling and determining issues and topics with editor-in-chief, and being responsible for final content and news.
- **Chief Officer (March 2013 – July 2014)**
Responsible for making sustainable work plans, including editorial and non-editorial activities, as well as appointing Editor-In-Chief, Account Executive management, and Chief of Research and Development Center.
- **Reporter (October 2011 – March 2013)**
Contribute to news in form of investigation, interview, and writing.

✓ PR Division Staff of Konser Kolaborasi ‘Kita Sama-Sama Suka Hujan’ (2015)

Responsible for creating promotion and publication materials for media and digital platforms, as well as managing ticket sales of the event.

✓ Chief Coordinator of ‘Festival Albert Camus’ (2013)

Responsible for event-handling and coordinating with Institut Français d'Indonésie (IFI) Bandung as co-organizer.

PUBLICATIONS AND ARTICLES

<u>ALBUM REVIEW: AUBREY FANANI - ISTIRAHAT</u> Published in: Sorge Magazine A review article on ‘Istirahat’, a music album by Aubrey Fanani.	2017
<u>KALIAN SEMUA SUCI, INTERNET PENUH DOSA: KEKERASAN TERSELUBUNG DI DUNIA MAYA</u> Published in : Sorge Magazine An opinion focusing on sexism and verbal abuses toward females on the internet; published as part of “16 Hari Anti Kekerasan Terhadap Perempuan” awareness campaign.	2016
<u>ALBUM REVIEW: ANNIE HALL - SAUDADE EP</u> Published in : Sorge Magazine A review article on ‘Saudade’, an Extended Play (EP) music album by Annie Hall.	2016
<u>ALBUM REVIEW: COLLAPSE - GRIEF EP</u> Published in : Sorge Magazine A review article on ‘Grief’, an Extended Play (EP) music album by Collapse.	2016
<u>REVIEW RELATOS SALVAJES (WILD TALES)</u> Published in : Sorge Magazine A review article on ‘Relatos Salvajes’, a black-comedy thriller film directed by Damián Szifron.	2015

INTEREST & HOBBIES

- ✓ Writing (Music & Film review, socio-cultural issues).
- ✓ Reading (Music & Sports magazines, essays)
- ✓ Sports (Road Biking, Running).
- ✓ ICT industry (consumer tech, startup, gaming/eSport).

SKILLS

- ✓ Fluency in English & Bahasa Indonesia (writing & speaking).
- ✓ Computer skills (Microsoft Office, Web Administration).

- ✓ Basic journalistic and reporting skills (interview, news writing, news editing).
- ✓ Entry-level PR skills (PR campaign planning, media relations, media monitoring, media insights, media coverage reports, collaterals preparation).

- ✓ SEO-friendly content writing & creative writing (press release, media information, website content).
- ✓ International Affair and socio-cultural issues.