

A resourceful ICAgile Certified knowledge management and communications professional with 15 years of experience supporting and managing projects across diverse fields, including those by **the World Bank, USAID, European Union, and the British Council**. I'm an open-minded advisor and team player who's comfortable in cross-cultural environments and am passionate about DEI, climate action, and the circular economy.

TECHNICAL SKILLS

- **Digital asset & knowledge management** – Ability to use various software to manage social media, websites, documents, and campaign distribution, including MailChimp, WordPress, Hootsuite, Microsoft 365, Google Analytics, and Google Workspace.
- **Internal and external communications** – Know how to create and maintain relationships with internal and external parties.
- **Branding and Content Creation** – Knowledge in creating enticing communication products for campaigns that align with brand guidelines for different target audiences using Adobe Photoshop, Illustrator, Rush, and Canva.
- **Open Source Intelligence** – ability to gather and analyse information from public and legal data sources to serve specific needs.

TRANSFERRABLE SKILLS

- **Relationship management** – ability to build and strengthen partnerships with various stakeholders
- **Project management and organisational skills** – strong ability to coordinate tasks and direct colleagues and vendors to meet agreed timelines and objectives
- **Problem-solving** – the ability to define and identify the problem in project management and find an applicable solution.

PERSONAL ATTRIBUTES

- **Initiative** – ability to work independently and to take ownership of tasks.
- **Adaptability** – able to handle changing priorities and needs of the team, project or client.
- **Integrity** – respect work commitments, have a good work ethic and stick to my values.

PROFESSIONAL EXPERIENCE

Self Employed

Jan 2022 – present

Communications and Data Analysis Consultant

- Designed the brand identity and guidelines for my clients, including of Crow Advisory, an economics and policy analysis consulting firm that handles projects in New Zealand.
- Analysed the data for clients' projects, including the end-line assessment of "Generasi Hebat" by CARE, a programme aimed to enhance students' and teachers' knowledge about drug abuse, HIV risk, sexual harassment, and bullying in Jakarta.
- Supported events and campaigns for nonprofits, including the fundraising campaign strategy of Same Skies, that made them achieve their goal.

FHI 360 - EpiC Project

Jan – Dec 2021

Knowledge Management and Communications Specialist

- Developed science and evidence-based learning and communications products (e.g., web content, campaigns, research summaries, fact sheets, presentations, and reports) aligned with brand guidelines for EpiC, a global initiative that provides strategic assistance to enhance self-reliant programme management on HIV, environment, and sexual and reproductive health.
- Developed communications products and reports for the COVID-19 response team.

- Served as the liaison with internal and external partners on all events and project communications matters, including the headquarters team in Washington, DC, the Ministry of Health, and USAID.
- Advised portfolio management strategies, including creating the data bank and training partners to improve their portfolio management.

Achievement: Winning team of the FHI International Game Changer Award in 2021 and secured campaign grants from Meta.

USAID

Harmoni Project

Jan – Nov 2020

Project and Communications Consultant

- Lead Consultant for Generating Youth Resilience and Leadership (GYRLS), a programme aimed to empower female activists in Indonesia to educate their communities on the peacebuilding and Social Reintegration.
- Developed communication strategies, products, and events for youth resilience and peace journalism projects.
- Trained beneficiaries in capacity-building events.

Search for Common Ground (Indonesia)

<https://www.sfcg.org>
Mar 2018 – Dec 2019

Communications and Social Media Coordinator

- Developed communications strategies, campaign, products, and events for all projects, including religious freedom, peacebuilding, youth development, Social Reintegration, and GESI (gender equality & social inclusion).
- Maintained relationships with the stakeholders, including national and international media companies, partners, and donor organisations like the European Union and USAID.
- Managed the documentation of projects to support fundraising, brand awareness, brand alignment and advocacy objectives.
- Trained beneficiaries in capacity-building events.

Achievement: created strategies for campaigns that reached more than 11 million views and readers across various platforms (Youtube, Instagram, partners' websites, and X).

Ministry of Finance (Indonesia)

Oct 2016 – Dec 2017

Communications Consultant for the Directorate of Government Support and Infrastructure Financing Management

- Created the communications strategy and content.
- Advised and assisted the stakeholders engagement activities, including lobbying, event planning, and evaluation.
- Advised and assisted in the campaign about government facilities and support for public-private partnership implementation in Indonesia.

World Bank

Nov 2015 – Jul 2016

Social Media Consultant for the Social Development team (Indonesia)

- Created, developed, and managed social media content and strategy for poverty alleviation projects.
- Supported Cluster Leaders by conducting research about specific issues as requested.

Achievement: the programme reached 70,000 communities in 6,000 sub-districts

British Council

Apr 2014 – Oct 2015

Programme Officer, Arts and Creative Industries

- Managed Digital Media assets (website, social media, and newsletter) that aligned with brand guidelines.
- Created communication strategy for each project.
- Supported the development of programme contents, activities, strategies, and evaluation.

Achievement: As the lead officer who revamped the arts page, I increased page views by 106% and increased page visitors by 114% in a month.

Sampoerna Foundation

Oct 2011 - Mar 2014

Social Media Specialist and Creative for Sampoerna University

- Supported the development of the website and created website content
- Created social media strategies, content, and analysis
- Developed key messages and marketing content for all study programs, departments, and products that aligned with brand guidelines
- Designed presentation tools and strategies for the Student Recruitment team

Achievement: Supported the content creation and strategy that gained more than 24,000 fans in 3 months on Facebook and 19,000 followers on X.

Kompas Gramedia Group

Apr 2009 – Sep 2011

Journalist for Forsel Magazine

I covered news on technology, ICT industry, analysis & reviews.

Various companies

Aug 2007 – Apr 2009

Freelance Journalist

I covered news on art, culture, and ICT industry.

QUALIFICATIONS

The International Consortium for AGILE

April 2024
ICAgile Certified Professional
[View certificate](#)

Universitas Padjadjaran

2008
B.A. in Communication Science, Concentration in Journalism
NZQA level 7; Upper second-class degree

PORTFOLIO

www.hputri.com

ACHIEVEMENT

Apr - Dec 2019

Trainer for “School of Influencer”, a series of workshops for youth to enhance their digital literacy and critical thinking.

Sep 2019

Founded **INCLINES for Refugees**, a directory and news channel that aims to raise awareness about refugee issues.

May - Jul 2016

Trainer for RANGKUL, a project that trained youth about the importance of protecting religious freedom and tolerance.

COMMUNITY EXPERIENCE

Dec 2024 - present

IAP2 Australasia
Member

Feb 2024 - present

IHC New Zealand
Programme Volunteer

Jun 2021 - present

Be My Eyes
Volunteer to help blind and visually impaired people

Jun 2020 - present

Same Skies
(<https://www.sameskies.org/>)
Board Member

Aug 2017

Social Design for Social Living
PR Manager for the art exhibition

INTERESTS

I enjoy reading books and watching movies and shows, especially those in sci-fi, crime, mystery, and fantasy. I also like playing board games, hiking, jogging, or attending art/ cultural events.