



# Aditya Suryaputra

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## ABOUT ME

Some label me with the phrase "jack of all trades" - yet I consider myself as a versatile, polymath individual. I am a quick learner, and I have no difficulties in mastering new things as long as it thrills my curiosity and it can be seen through my extensive working backgrounds. I am a tech-savvy, experience offering outstanding service to diverse clients, with a lifelong passion for digital world and have a keen attentiveness on detail. Also, my huge interest to fine arts makes me a creative person. Science and IT-related things, music, model kit and video games are my boredom killers.

## QUALIFICATIONS

### Multimedia Creation:

- Photo and video making
- Post-production with Premiere, Final Cut Pro, and iMovie.

### Quality Engineering:

- Bugs finding, isolation, replication and reporting
- Whole known mainstream OS familiarity
- Expert in TestRail
- Team management tool (e.g. JIRA or Trello)
- Comprehensive, developer-friendly documentation making
- Mockup and prototype building - expert in Balsamiq Mockups 3, Sketch and InVision apps

### Language and Writing:

- English (oral and written) - with latest TOEFL test score of 580
- English and Indonesian text proof-reading
- English to Indonesian translation and vice versa
- Mass media writing
- Social media/trends content creation
- Creative copywriting
- SEO-friendly writing
- English and Indonesian business writing

### Customer Service:

- Customer handling
- Complaints resolution

### Others:

- Journalism and fine arts photography
- Social media management (Hootsuite)
- Small team management
- Creative software (Photoshop, Illustrator, etc.)
- Very basic HTML and CSS

**PORTFOLIO AND  
PUBLISHED  
WORKS**

**Websites and apps:**

- U.S.-ASEAN Connect - [usaseanconnect.gov](http://usaseanconnect.gov) - Obama's initiative to strengthen U.S.-ASEAN partnership
- MedicTrust - [www.medic-trust.com](http://www.medic-trust.com) - The leading medical app in Indonesia
- Lidahibu.com - Webzine concerns about language in general and Bahasa Indonesia in particular
- Villalet.com - Pioneer of villa listing, aimed at Australians

**Article:**

*The Mystique of Javanism* - Published on Travel360 (AirAsia in-flight magazine - distributed in every international flights on March, 2014) - the online version can be seen here: <http://www.airasia.com/travel360/featurestory/the-mystique-of-javanism>

**Book:**

Suryaputra, Aditya. 2009. *Mencari Pendidikan Jesuit (Coffeebook Fotografi Peringatan 150 Tahun Jesuit)*. Yogyakarta: Kanisius

**WORK  
EXPERIENCE**

**United States Mission to ASEAN  
(U.S. Embassy Jakarta)**

**January 2016 — Present**

Digital Communication Assistant (Information Assistant)

- Identify, reformat, and create content for Embassy's website and social media platforms.
- Tracks online content performance, develop content schedules and on-line campaigns.
- Engage with online communities and influencers, serve as webmaster for the Embassy's public websites.
- Work closely with support section in Washington and U.S. Missions in ASEAN countries to coordinate social media campaigns to support Young Southeast Asian Leaders Initiatives (YSEALI) and other issues and programs.
- Create multimedia content such as video and graphics.

**Medic Trust - Jakarta**

**May 2015 — December 2015**

Project Manager

**Project: MedicTrust iOS app, Android app, and CMS website**

- Develop, document and maintain functional test cases and other artifacts like test results, test data and data validation.
- Coordinate with development leader to build documentation and prototypes/mockups for new features and distribute them to the developers and designers.
- Hold and facilitate test plan/case reviews with cross-functional team members.
- Identify any potential quality issues per defined process and escalate potential quality issues immediately to management.
- Ensure that validated deliverables meet functional and design specifications and requirements.
- Isolate, replicate, and report defects and verify defect fixes.
- All-round testing: iOS, Android and website.

**SoftwareSeni - Yogyakarta**

**February 2015 — May 2015**

Customer Service Manager

**Project: Villalet.com**

- Manage the customer service team to meet performance goals
- Maintain systems to manage and monitor customer service activities
- Build the Villalet customer service capability
- Develop training programs and train staff within the team

- Manage recruitment for the customer service team
- Manage the quality of the descriptions and presentation of villas on the Villalet website
- Manage and monitor the upload of new villas to the Villalet site
- Make recommendations of improvements to the Villalet product (both customer and admin functions) based on usage of the site
- Support the SoftwareSeni Managing Director to build the SoftwareSeni business
- Assist in liaising with SoftwareSeni's business partners and local communities

## SoftwareSeni - Yogyakarta

August 2013 — Feb 2015

Web Copywriter

### Project: Villalet.com

- Write and rewrite villa descriptions where required
- Select and upload images promoting Villas
- Ensure data regarding villas is maintained and accurate including rates, villa facilities, inclusions and locations
- Develop content to be used in newsletters, the Villalet site, and other marketing materials
- Create and maintain Villalet Guides to locations in print and online
- Create content for the Villalet site that increases SEO traffic
- Actively promote Villalet through online channels
- Manage Facebook, G+, Villalet blog, and Pinterest profiles and pages, and ensure regular updates

## Kinderstation Primary - Yogyakarta

Feb 2012 — Jun 2013

Marketing Communication Staff

- Find student leads
- Make, design and distribute marketing tools
- Create school newsletter
- Supervise online marketing via Twitter, blog and Facebook
- Organize marketing events

### TRAINING EXPERIENCE

1. **PY362 Photo and Video: Visual Diplomacy Training** by Schultz Center, United States Department of State, Mexico City DF, Mexico, September-October 2016.
2. Leadership Training: "**Enhance Your Leadership Skills**" by Ahmada Consulting - provided by SoftwareSeni (Grand Tjokro Hotel, January 2015).

### ORGANIZATION EXPERIENCE

**Asia Pacific Conference on Reproductive and Sexual Health and Rights (APCRSHR) | Yogyakarta, May 2011 - October 2011** - Participated as **Youth Team Editor for Media Communication and Strategy Division** - My responsibilities were to develop the concept of the conference theme through the printed media (newsletters, flyers, leaflets, posters) and dealing with the media news agencies and local/foreign journalists as well as to organize/make a press conference and press release.

### VOLUNTEER EXPERIENCE

#### Rumah Ramah Rubella (2013 - present)

Inspired by my daughter's condition (she suffers Congenital Rubella Syndrome), my wife and I initiated Rumah Ramah Rubella (online-based community) in 2013 to spread the education regarding TORCH virus awareness to parents, hospitals and medical workers as well as the government. [facebook.com/groups/rumahramahrubella/](https://www.facebook.com/groups/rumahramahrubella/)

## EDUCATION

### **Bachelor Degree - English Letters**

2005 — 2010

Universitas Sanata Dharma

GPA: 3.2/4

### **Master Degree - Fine Arts (Photography)**

2011

Institut Seni Indonesia

Unfinished

## REFERENCES

#### **Andrea Appell**

Email: [appella@state.gov](mailto:appella@state.gov)

Company: U.S. Department of State (PAO)

Relation: Current supervisor

#### **Tara McGowan**

Phone number: +62 877 38484172

Email: [tmcgoo@hotmail.com](mailto:tmcgoo@hotmail.com)

Company: Kinderstation-Discessio (School Manager)

Relation: Former employer

#### **David Anderson**

Phone number: +61 29045 1725

Email: [davo@villalet.com](mailto:davo@villalet.com)

Company: Villalet (Founder and Managing Director)

Relation: Former employer

#### **Katherine Tjin**

Phone number: +62 823 16190000

Email: [tjin.katherina@gmail.com](mailto:tjin.katherina@gmail.com)

Company: MedicTrust (CEO)

Relation: Current employer

## LINKEDIN

<https://www.linkedin.com/profile/view?id=307076543>