


ENTREPRENEURSHIP FOR ENGLISH MAJOR

LERISSA DANIELA, S.S., M.PD.

Self-branding : CV or Resume

Week 5

- 
- ✓ Mastering all the entrepreneurial mindset.
 - ✓ Understand the foundational skills for future work and business.
 - ✓ Recognizing the selling points of English major

What's next?

“Self-branding through CV or Resume”



CV

1. Purpose of CV
2. Types of CV: self-crafted and LinkedIn
3. Content of CV
4. LinkedIn Utilization

WHAT IS CV?

WHAT IS THE PURPOSE OF A CV?

1. A CV is a brief, informative summary of your abilities, education, and experience. It should highlight your strongest assets and skills, and differentiate you from other candidates seeking similar positions.
2. Tailor your CV to the type of position you are seeking. This does not mean that all of your experience must relate directly, but your resume should reflect the kind of skills the employer would value.

(Source: Harvard Extension School, Career and Academic Resource Center)

TYPE OF CV

1. Self-crafted CV
2. Online CV from Linked-In

CONTENT OF PRINTED CV

1. Your name in large letters
2. Professional picture
3. Contact details
4. Personal statement
5. Education/ academic qualifications
6. Work experience
7. Activities and interests
8. Additional skills
9. Reference (if needed)

EXAMPLE OF CV

Fentaria's CV

Devi's CV

TYPE OF CV: LINKEDIN

1. LinkedIn = professional Facebook
2. Online CV
3. The world's largest professional network with 810 million members in more than 200 countries and territories worldwide.

(Source: <https://about.linkedin.com/>)



UTILIZE LINKEDIN FOR PERSONAL BRANDING

How can I utilize LinkedIn to build good personal branding?

1. Uploading an appropriate photo
2. Writing an informative but punchy headline
3. Writing summary statement
4. Adding your work experience or other experiences
5. Adding and optimizing your skills
6. Engaging with your network
7. Sharing your works

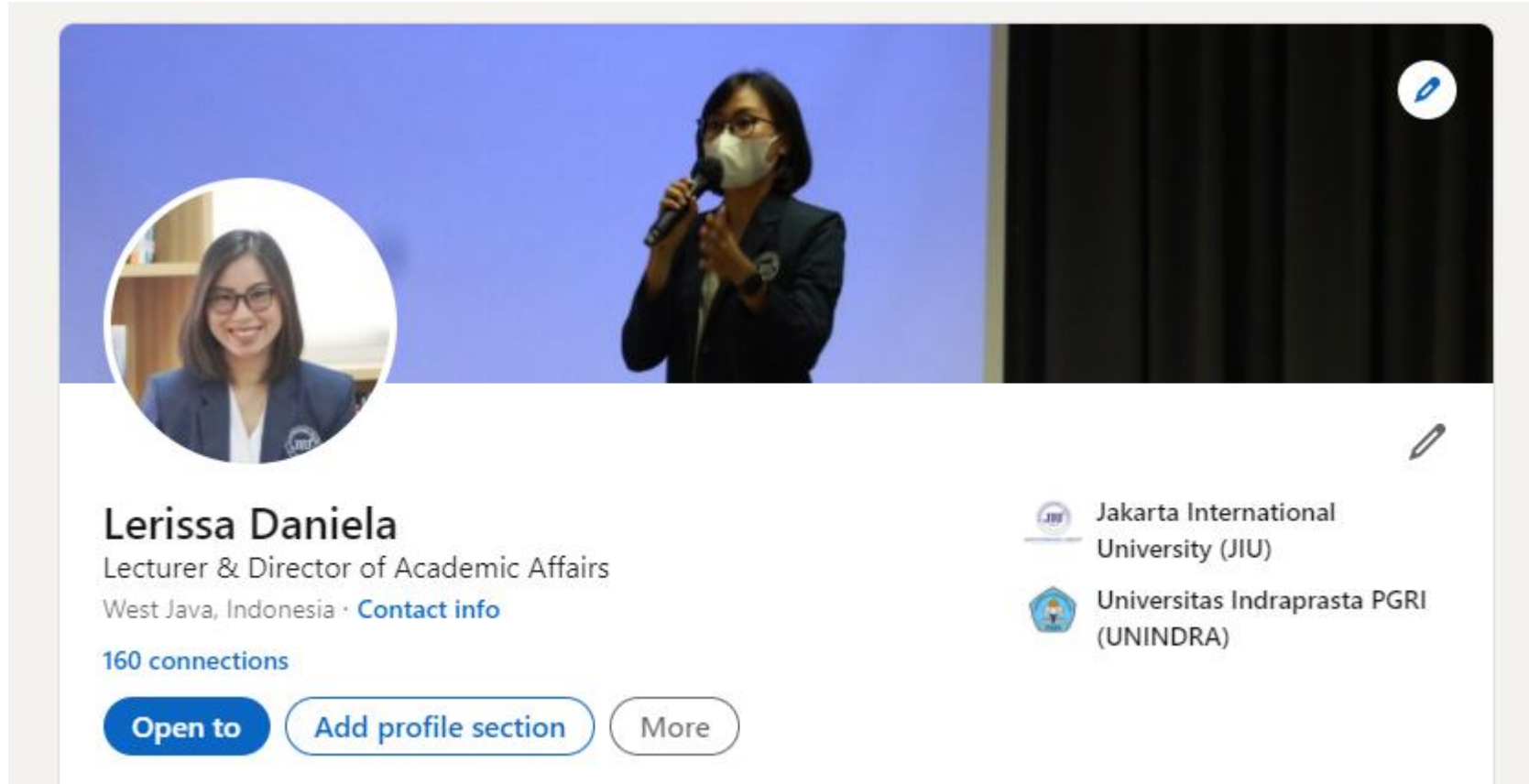
Source:

<https://www.linkedin.com/pulse/10-tips-students-new-grads-linkedin-omar-garriott/>

<https://www.resumepilots.com/blogs/career-advice/guide-to-linkedin-beginners>





UPLOADING PHOTO AND WRITING HEADLINE



The image shows a LinkedIn profile for Lerissa Daniela. The profile picture is a circular portrait of her smiling. The background banner features a photo of her speaking at a microphone on a stage. The profile information includes her name, title, location, and affiliations with Jakarta International University (JIU) and Universitas Indraprasta PGRI (UNINDRA). There are also buttons for 'Open to', 'Add profile section', and 'More'.

Lerissa Daniela
Lecturer & Director of Academic Affairs
West Java, Indonesia · [Contact info](#)
160 connections

[Open to](#) [Add profile section](#) [More](#)

 Jakarta International University (JIU)
 Universitas Indraprasta PGRI (UNINDRA)

WRITING SUMMARY STATEMENT

About



I am an experienced Director of Academic Affairs with a demonstrated history of working in the higher education industry. Skilled in Lecturing specifically in English for specific purposes (ESP) such as business English and English for job application process. Also familiar to become Emcee in various occasions, formal and informal ones. Strong education professional with a Master of Education (M.Pd) focused in English Language Education from Universitas Indraprasta PGRI (UNINDRA) and Bachelor of English Literature (S.S.) from Universitas Negeri Jakarta.



ADDING YOUR EXPERIENCES

Experience



Jakarta International University (JIU)

Full-time · 1 yr 5 mos

Central Cikarang, West Java, Indonesia

- **Director of Academic Affairs**

Dec 2020 - Present · 1 yr 5 mos

Working closely together in a small team to develop the university, specifically in the Academic area. Cooperating with the related governments to meet all the requirements needed as an existing uni ...see more

- **English Department Lecturer**

Dec 2020 - Present · 1 yr 5 mos

Full-time lecturer of English Literature Department. Not only teaching, as a lecturer, I also have to actively conduct researches and community services as the main responsibility of tridarma perguruan tinggi.



President University

Full-time · 9 yrs 4 mos

Cikarang, West Java, Indonesia

- **Head of Academic Administration Bureau**

Aug 2015 - Nov 2020 · 5 yrs 4 mos

[din.com/company/2932893/](https://www.linkedin.com/company/2932893/) team of 12 including morning and evening class sections. Each section consists of students and



ADDING YOUR EXPERIENCES

Featured

Document



UUOOI_grant_beneficiary.pdf
2021 Fall UUOOI grant beneficiary for the course entitled Public Speaking.

Document



UUOOI_grant_beneficiary.pdf
2021 Spring UUOOI grant beneficiary for the course entitled English for Business.

Document




Dynamic Media, Communications, and Culture...
Joining as a participant in the Dynamic Media, Communications, and Culture Conference 2021 held by Communications Undergraduate Program of President University...




ADDING AND OPTIMIZING YOUR SKILLS

Skills

[Take skill quiz](#) + 

Lecturing · 1
Mohammad Shihab has given an endorsement for this skill

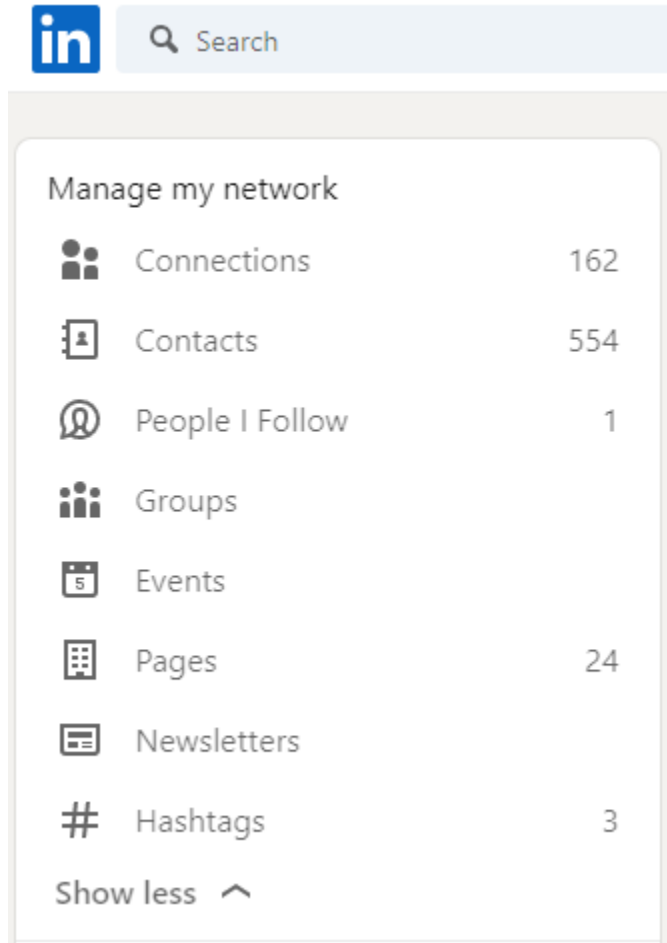
Higher Education · 1
Mohammad Shihab has given an endorsement for this skill

Academic Administration · 2
 Endorsed by 2 colleagues at President University









[Show all 15 skills →](#)



ENGAGING WITH YOUR NETWORK



A screenshot of the LinkedIn navigation menu. At the top left is the LinkedIn logo (a blue square with 'in' in white). To its right is a search bar with a magnifying glass icon and the text 'Search'. Below these is a list of navigation options under the heading 'Manage my network'. Each option has a small icon, a text label, and a numerical count. At the bottom of the list is a 'Show less' link with an upward-pointing arrow.

Icon	Label	Count
	Connections	162
	Contacts	554
	People I Follow	1
	Groups	
	Events	
	Pages	24
	Newsletters	
	Hashtags	3



Show less ^



SHARING YOUR WORKS

Lerissa's Activity

All activity Articles **Posts** Documents


 **Lerissa Daniela** Lecturer & Director of Academic Affairs
1mo • Edited • 

Happy International Women's Day!

What a pride to be born as a woman who is also a daughter, a wife and a mother. I get fully support to pursue education and career as a self-actualization. Moreover, I have a privilege to give birth and raise two beautiful boys.

Thanks to [Mohammad Shihab](#) for writing this article in 2019 to celebrate International Women's Day. Although I am now working at [Jakarta International University \(JIU\)](#), but 9 years experience at President University gave a significant impact to my career.

[#internationalwomensday](#)





THANK YOU

- Lerissa Daniela, S.S., M.Pd.
- Lerissa.daniela@gmail.com

HUF HANDONG
UNITWIN
FELLOWSHIP

JIU

JAKARTA
INTERNATIONAL
UNIVERSITY

Original Source:

<https://about.linkedin.com/>

<https://www.linkedin.com/in/lerissadaniela/>

<https://www.linkedin.com/pulse/10-tips-students-new-grads-linkedin-omar-garriott/>

[https://www.resumepilots.com/blogs/career-advice/guide-to-linkedin-beginners\](https://www.resumepilots.com/blogs/career-advice/guide-to-linkedin-beginners/)