Utari M. Noer

PORTOFOLIO

Utari

CV

LinkedIn

I am a lifelong learner passionate about Human Resources, focusing on **positive workplace culture and people development.** I gained experience as an **HR Officer** and in **HR Learning & Development,** including **recruitment and employee development.** I am eager to enhance my communication, adaptability, and growth mindset while applying my HR skills to help organizations thrive.

500+

CV Reviewed

15+

HR Project

500+

Per day Arrange CV

PT SEMEN PADANG

Pillbox

Startup Campus

schoters
by Ruangguru

NEXT

Education

Terbuka University (2024-2026)
Bachelor of Management - GPA: 3.75

Diponegoro University (2021-2024)
Associate of Management - GPA: 3.91

FINAL PROJECT

Islamic Perspective on the Application of Intelligence Training to Employee Performance at XYZ's Company. *detail*

ACHIEVEMENT

- Best Graduate in Management *detail*
- Twice Nominated for the Outstanding Student Award *detail*
- Active Participant in Competitions: Pilmapres, Creativity Program (PKM), Business Case Studies, Scientific Essays
- Contributed to Faculty Research and Student Organizations *detail*

Course

Dibimbing – Bootcamp HR
April - October 2025 | *Score: 94/100*

Silabus *detail*
Tools:
- HRIS (Zemangat)
- Google Sites

My Skill – E-Learning HR
November 2025 - Maret 2026

Topics:
- Human Resource Fundamental
- Recruitment, Onboarding and Offboarding
- Compensation and Benefits
- Employee Performance and Development
- People Analytics
- Organization Development

OTHER COURSE
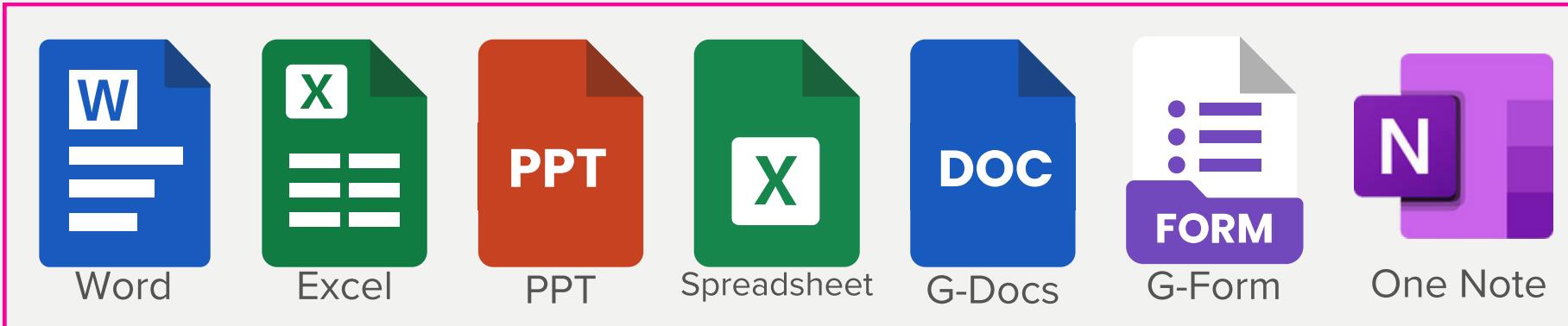
pijar mahir   udemy
in LEARNING

CERTIFICATE

Tools

Word Excel PPT Spreadsheet G-Docs G-Form One Note
Administration

Notion G-Calender G-Drive Trello
Management

Miro
Ideation

odoo zemangat mekari talenta
HRIS

G-Meet Zoom M-Teams Discord G-Mail
Communication

G-Sites
Website

Canva Capcut Inshoot
Editing

Chat GPT Gemini
AI

IBM SPSS G-Colab
Analytics
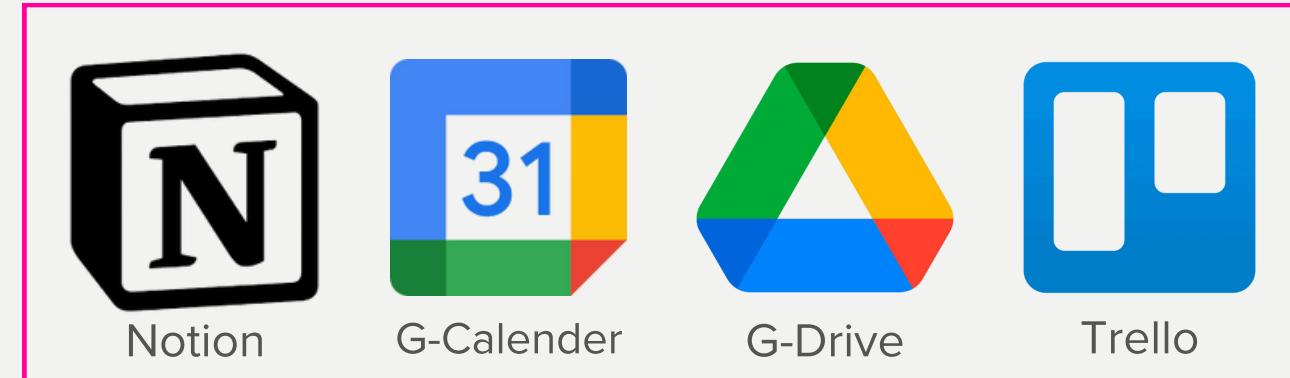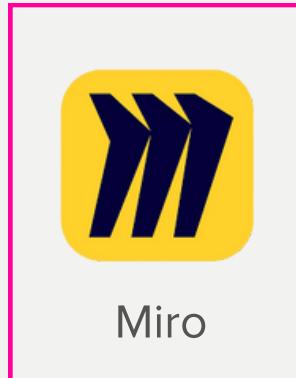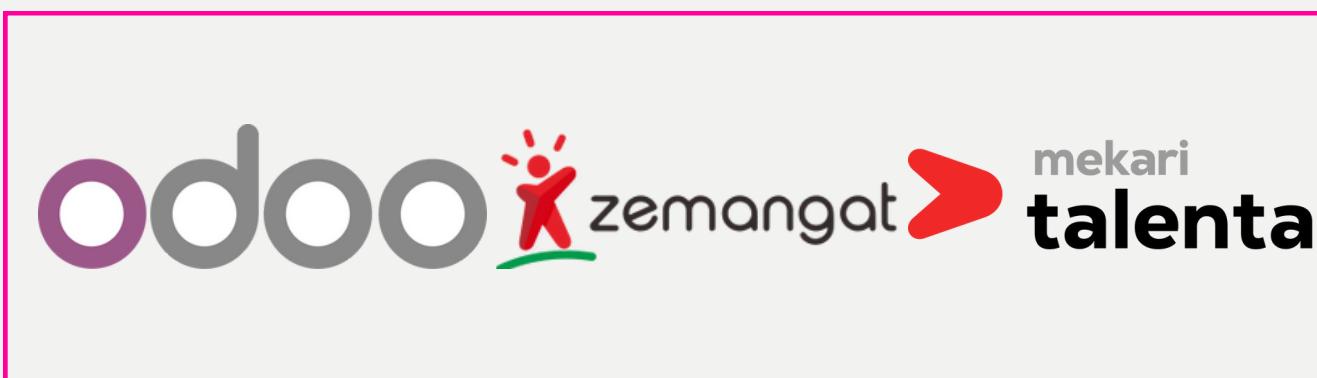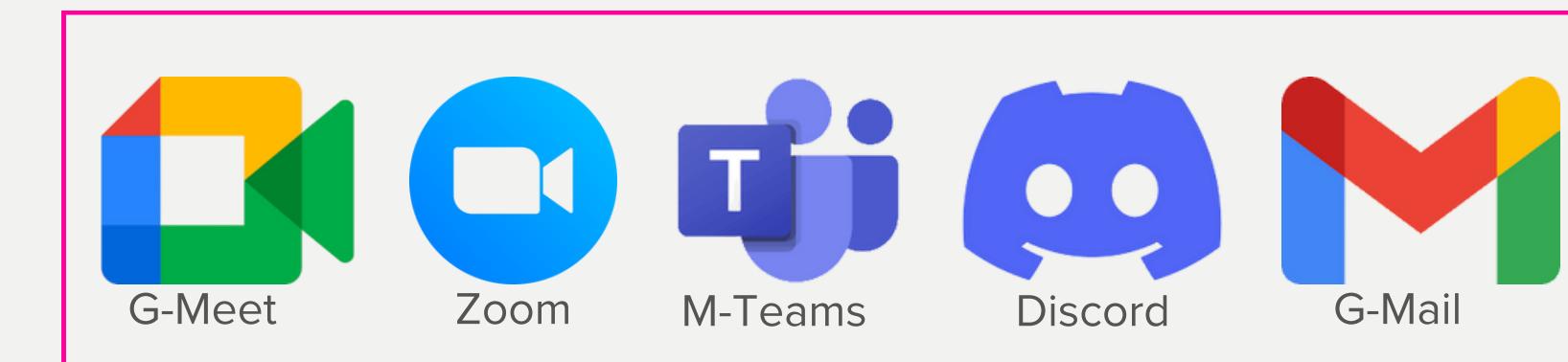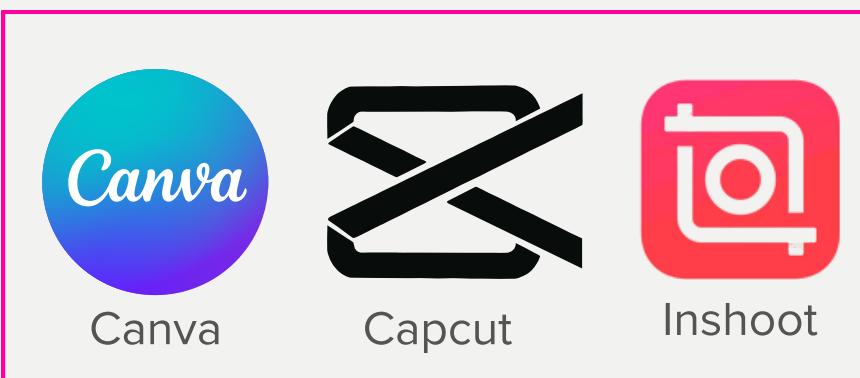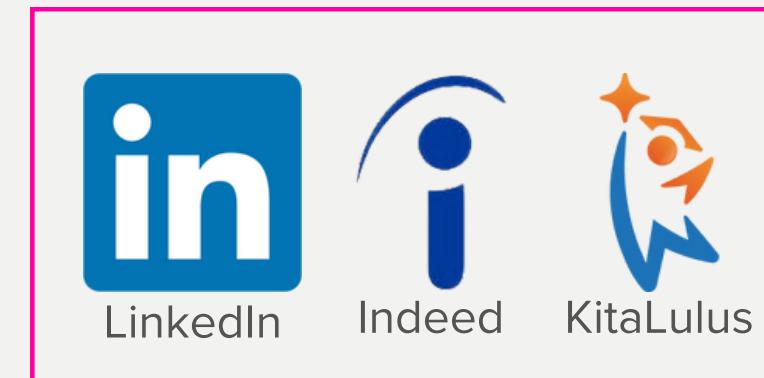
LinkedIn Indeed KitaLulus
Job Portal

NEXT

Experience

PT SEMEN PADANG

HUMAN RESOURCES - LEARNING AND DEVELOPMENT

Impact Highlights in HR Operations

- Managed **±5** training sessions per day.
- Accelerated internship onboarding by **30%** by screening **±300** candidates and inputting **±500** CVs per day.
- Maintained data for over **6,400** employees and internship applicants.
- Increased training participation by **15%** for approximately **1,300+** employees.
- Achieved **100%** administrative accuracy in training data reporting.

HR Training, Recruitment, and Internship Management

- **Supported** delivery of HR training and **managed** documentation
- **Organized** schedules, materials, and policy implementation.
- **Conducted** candidate screening and onboarding for interns.
- **Supervised**, **evaluated**, and **guided** interns to meet goals.

Experience

Pillbox

HUMAN RESOURCES AND GENERAL AFFAIRS

RECRUITMENT

- **Posted** job vacancies and **designed**/ edit **recruitment** posters.
- **Screened CVs** for candidate administrative selection.
- Scheduled **interviews** in coordination with users/managers.
- **Maintained** and updated candidate and employee **databases**.
- Assisted in **onboarding** process for new employees.

OFFICER

- **Managed employee personnel data**, including attendance, leave, permissions, and overtime.
- Prepared **HR documents** such as SKET, SU, MOA, employment contracts, and contract extensions.
- Compiled **HR reports** and maintained training documentation.

GENERAL AFFAIR

- **Managed office operational** needs, including stationery, equipment, and meeting supplies.
- Input expense and purchase data into **Odoo module**.
- **Coordinated office facilities**, including maintenance, cleaning, and security.
- **Ensured compliance** with company policies related to facilities and office operations.

Experience

Startup Campus

COSTUMER RELATIONSHIP MANAGEMENT (CRM) SPECIALIST

Project Highlights – Campaign Strategy & Design

- **Analyzed data from 100+** customers to support communication strategy.
- **Designed 5** customer journeys and communication campaigns.
- **Created 5** email & push notification campaigns in one month, including copy, CTAs, and visuals.
- **Produced 5+** engaging campaign visuals using Canva in one month.

DETAIL

Experience

schoters
by Ruangguru

COPYWRITER

Project: Content Planning & Copywriting

- **Developed 5 post** Instagram content plan to boost brand awareness and followers.
- **Wrote copy** using storytelling and formulas (AIDA, PAS, BAB, FAB).
- **Revised content planning** and copy to ensure readiness for execution.
- **Coordinated** content structure: headline, body, and CTA.

Skills Gained

- Copywriting & Content Writing
- Content Strategy & Planning
- Storytelling for Social Media
- Understanding of buyer/user persona

Content Planning

No	Jenis Konten	Format	Headline	Objective	Formula
1	Edukasi	Carousel 3 slide	"Sumpek Kerja? Saatnya Upgrade Diri dengan S2 Luar Negeri"	Edukasi & Awareness	AIDA
2	Inspiration	1 slide	"Stuck di Kantor? Lihat Cerita Adit"	Motivasi & Awareness	PAS
3	Solution	Carousel 3-4 slide	"Capek Kerja? Healing + Upgrade Lewat S2 Luar Negeri!"	Edukasi & Conversion	FAB
4	Engagement	1 slide	"Stuck di Kantor? Pilih: Stay atau S2 Healing?"	Engagement & Awareness	BAB
5	Inspiration	Reels	"From Burnout to Breakthrough"	Brand Awareness & Conversion ringan	AIDA

Achievements

Award for Outstanding Academic Achievement

Contributing Writer - ISBN Book "Ketika Tangisku Tertulis"

Business Case Competition Semifinalist Award

BNSP & UNIVERSITY

Certification

Digital Marketing (BNSP)

Organization HIMA

IBM SPSS

Volunteer Campaign

Organizational Involvement

MICROSOFT X KEMENKO - PIJAR MAHIR

Certification

Microsoft Office for Beginners: Office 365 and Administrative

Microsoft Office for Beginners: Excel, Word, Powerpoint

NEXT

VIDEO COURSE - INTERNPRO DIBIMBING

Certification

Copywriting

CERTIFICATE
OF COMPLETION
CERTIFICATE NO: VOD20250906064

THIS CERTIFICATE IS
PROUDLY PRESENTED TO:

Utari M. Noer

for attending Video Course Pelajari Cara Membuat Copywriting untuk Pemula
held on 8 September 2025

Zaky Muhammad Syah
CEO Dibimbing.id

Aditya Novan
Product Operation
Manager Internpro

SEO

CERTIFICATE
OF COMPLETION
CERTIFICATE NO: VOD20250906149

THIS CERTIFICATE IS
PROUDLY PRESENTED TO:

Utari M. Noer

for attending Video Course SEO: Wordpress Fundamental for SEO
held on 27 September 2025

Zaky Muhammad Syah
CEO Dibimbing.id

Aditya Novan
Product Operation
Manager Internpro

CERTIFICATE
OF COMPLETION
CERTIFICATE NO: VOD20250906148

THIS CERTIFICATE IS
PROUDLY PRESENTED TO:

Utari M. Noer

for attending Video Course SEO: Keyword Research
held on 27 September 2025

Zaky Muhammad Syah
CEO Dibimbing.id

Aditya Novan
Product Operation
Manager Internpro

Editing

CERTIFICATE
OF COMPLETION
CERTIFICATE NO: VOD20250906095

THIS CERTIFICATE IS
PROUDLY PRESENTED TO:

Utari M. Noer

for attending Video Course Editing Video with Capcut
held on 20 September 2025

Zaky Muhammad Syah
CEO Dibimbing.id

Aditya Novan
Product Operation
Manager Internpro

CERTIFICATE
OF COMPLETION
CERTIFICATE NO: VOD20250906063

THIS CERTIFICATE IS
PROUDLY PRESENTED TO:

Utari M. Noer

for attending Video Course Membuat Konten Social Media yang Menjual dengan Canva
held on 7 September 2025

Zaky Muhammad Syah
CEO Dibimbing.id

Aditya Novan
Product Operation
Manager Internpro

CRM

CERTIFICATE
OF COMPLETION
CERTIFICATE NO: VOD20250906065

THIS CERTIFICATE IS
PROUDLY PRESENTED TO:

Utari M. Noer

for attending Video Course Introduction Customer Relationship Management (CRM)
held on 8 September 2025

Zaky Muhammad Syah
CEO Dibimbing.id

Aditya Novan
Product Operation
Manager Internpro

CERTIFICATE
OF COMPLETION
CERTIFICATE NO: VOD20250906092

THIS CERTIFICATE IS
PROUDLY PRESENTED TO:

Utari M. Noer

for attending Video Course CRM: Mailchimp
held on 20 September 2025

Zaky Muhammad Syah
CEO Dibimbing.id

Aditya Novan
Product Operation
Manager Internpro

CERTIFICATE
OF COMPLETION
CERTIFICATE NO: VOD20250906094

THIS CERTIFICATE IS
PROUDLY PRESENTED TO:

Utari M. Noer

for attending Video Course CRM: Push Notification
held on 20 September 2025

Zaky Muhammad Syah
CEO Dibimbing.id

Aditya Novan
Product Operation
Manager Internpro

Content

CERTIFICATE
OF COMPLETION
CERTIFICATE NO: VOD20250906146

THIS CERTIFICATE IS
PROUDLY PRESENTED TO:

Utari M. Noer

for attending Video Course Content Strategy & Planning
held on 27 September 2025

Zaky Muhammad Syah
CEO Dibimbing.id

Aditya Novan
Product Operation
Manager Internpro

Phyton

CERTIFICATE
OF COMPLETION
CERTIFICATE NO: VOD20250906152

THIS CERTIFICATE IS
PROUDLY PRESENTED TO:

Utari M. Noer

for attending Video Course Basic Python untuk Data Cleaning dan Machine Learning
held on 27 September 2025

Zaky Muhammad Syah
CEO Dibimbing.id

Aditya Novan
Product Operation
Manager Internpro

NEXT

HUMAN RESOURCES
PROJECTS

01

Recruitment and Selection

Effective hiring boosts candidate engagement to three minutes per session.

02

Training and Development

Interactive training increases learning retention and participation.

03

Payroll Calculation

Transparent payroll builds trust and employee engagement.

04

Employee Performance Dashboard

Real-time dashboards drive active performance monitoring.

05

Design Thinking

Design thinking sustains social performance while enhancing other channels.

06

Performance Improvement Plan

Mobile-friendly PIPs enable easy access to improvement paths.

Recruitment and Selection

DETAIL
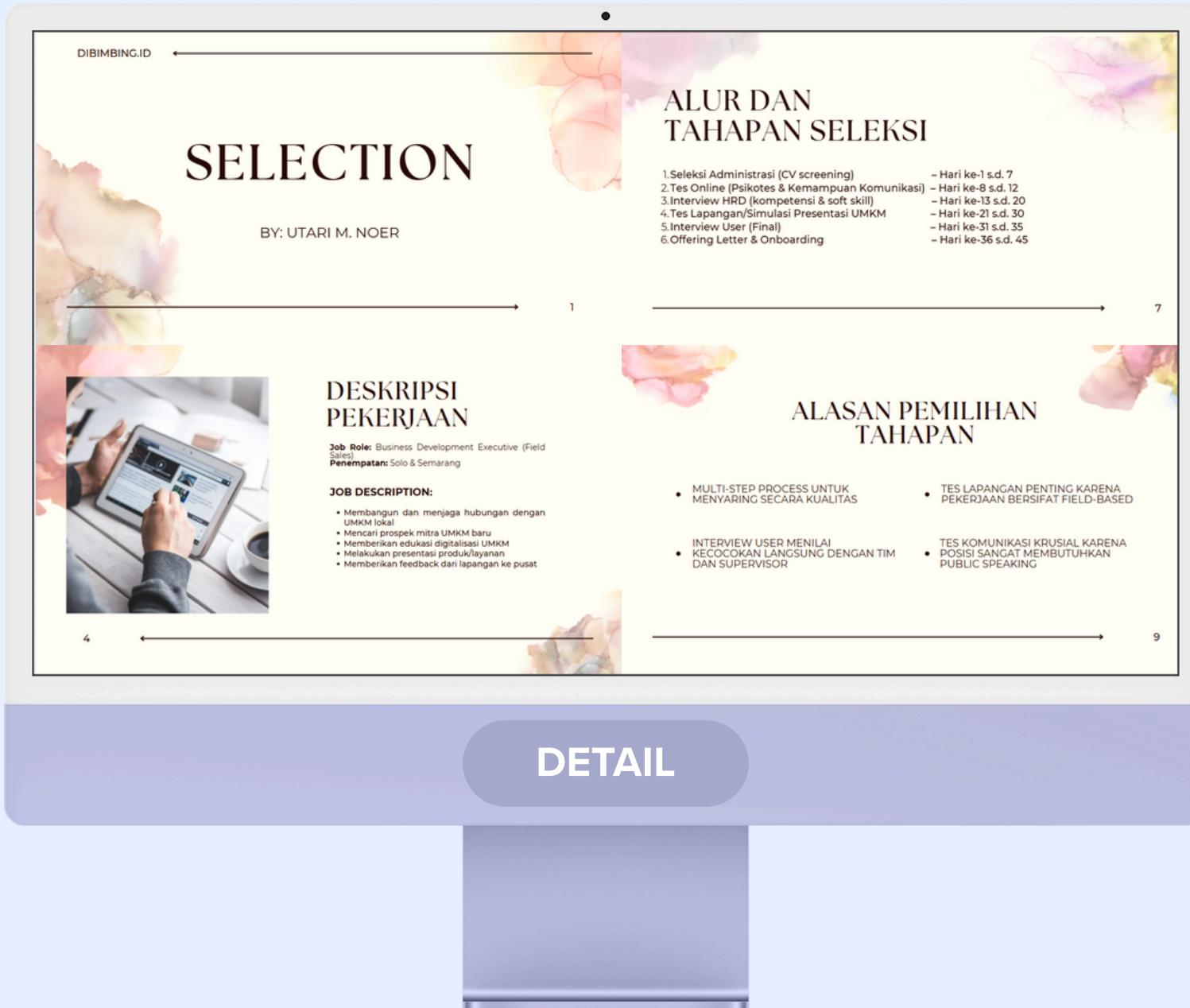
BACKGROUND
Pasar Kita, a local e-commerce for MSMEs, is expanding to Central and East Java with Series B funding. They need 6 Business Development Executives in Solo and Semarang within 45 days.

PROBLEM
Low brand awareness and the need for independent, adaptable, and communicative candidates.

SOLUTION
Implement a structured selection process with targeted ads, competency-based screening, and clear evaluations.

IMPACT
Ensures a strong field team to drive market entry, build MSME relations, and support sustainable growth.

Training and Development

DETAIL
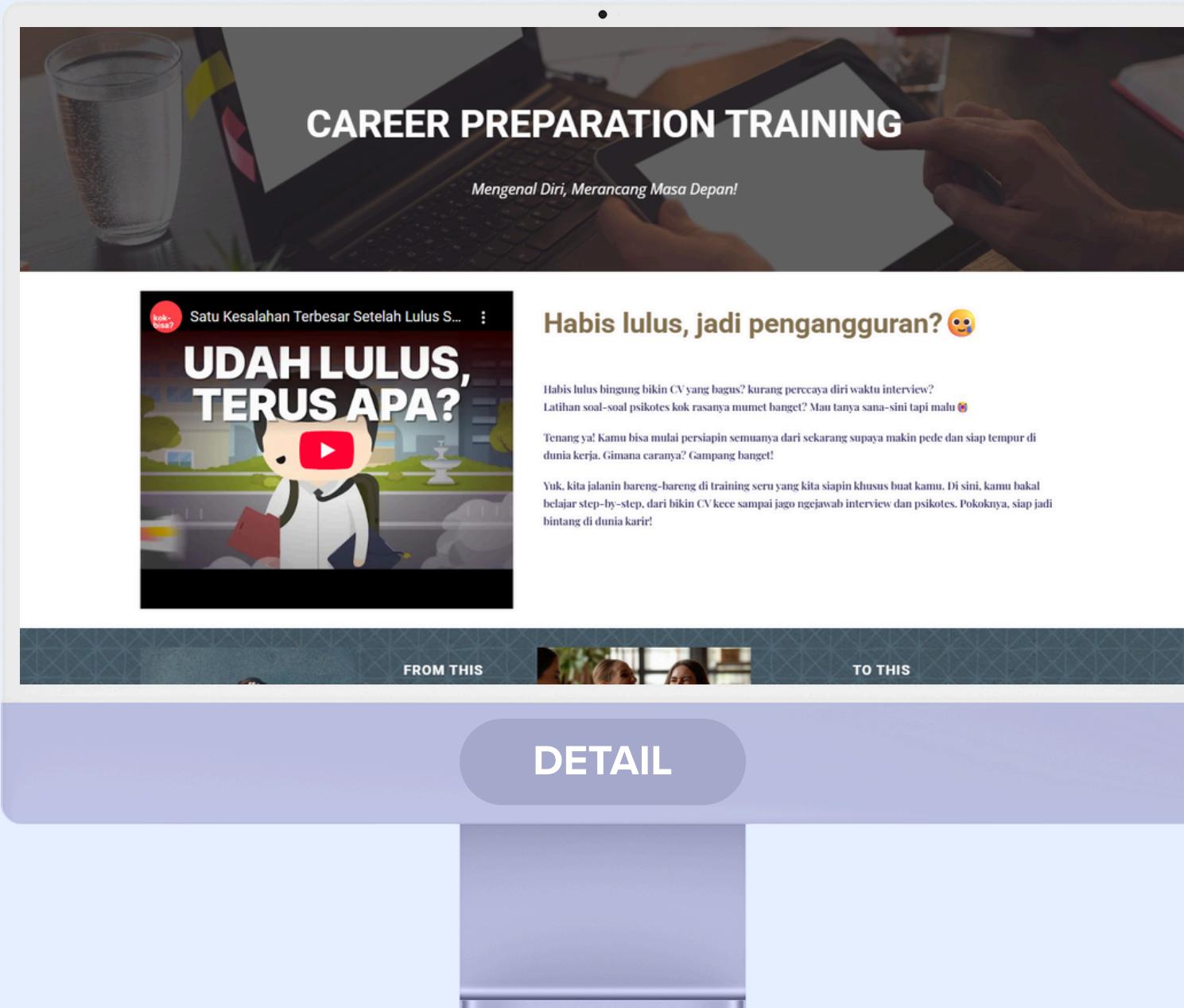
BACKGROUND
SMKN 1 TR requests annual job-preparation training for 3rd-year students, focusing on CV writing, interview skills, and psychotests. This year, the team is asked to design a more comprehensive LMS-based program.

PROBLEM
Students still show lack of discipline, weak communication, fixed mindset, and unclear life goals, which hinder their job readiness.

SOLUTION
Develop an LMS-based training program covering technical skills (CV, interview, psychotest) and soft skills (communication, adaptability, mindset), complete with structure, methods, and evaluation.

IMPACT
Enhances students' overall job readiness, builds both technical and character skills, and helps the school produce more competitive graduates.

Payroll Calculation

Case 1 - Toni

Objek Pajak	K/2
Gross Salary	Rp 12.000.000,00
Upah Sejam (gross / 173)	Rp 69.364,16
Gross Salary Total	Rp 14.046.242,77

BPJS Kesehatan	Detail		
BPJS kesehatan tangungan Karyawan	Rp 120.000,00	1%	Rp12.000.000
BPJS Kesehatan perusahaan	Rp 480.000,00	4%	Rp12.000.000

BPJS Ketenagakerjaan	Detail		
JKK	Rp 33.710,98	0,24%	
JKM	Rp 42.138,73	0,30%	
JHT Perusahaan	Rp 444.000,00	3,70%	Rp12.000.000
JHT Karyawan	Rp 240.000,00	2%	Rp12.000.000
JP Karyawan	Rp 100.423,00	1%	Rp10.042.300
JP Perusahan	Rp 200.846,00	2%	Rp10.042.300

Total Jam Lembur	
13/3	2
14/3	5
15/3	3
16/3	2
17/3	4
Total jam	16

Perhitungan Upah Lembur	
Jam Pertama	Rp104.046
Jam Berikutnya	Rp138.728
Total Jam Pertama	5
Total Jam berikutnya	11
Jumlah	Rp2.046.243

DETAIL

BACKGROUND

Manual payroll calculations in Excel required precision to comply with salary, overtime, BPJS, and tax regulations. Handling various employee classifications like K/0 and TK/0 increased the risk of errors and inefficiencies.

SOLUTION

Developed a structured Excel-based payroll system with automated formulas for salaries, overtime, BPJS, and taxes, ensuring accuracy and efficiency.

PROBLEM

Manual processing was time-consuming and prone to miscalculations in taxes, deductions, and salary distribution, leading to compliance risks.

IMPACT

Achieved 95% accuracy, reducing errors, ensuring compliance, and improving salary processing efficiency and employee satisfaction.

Employee Performance Dashboard

DETAIL
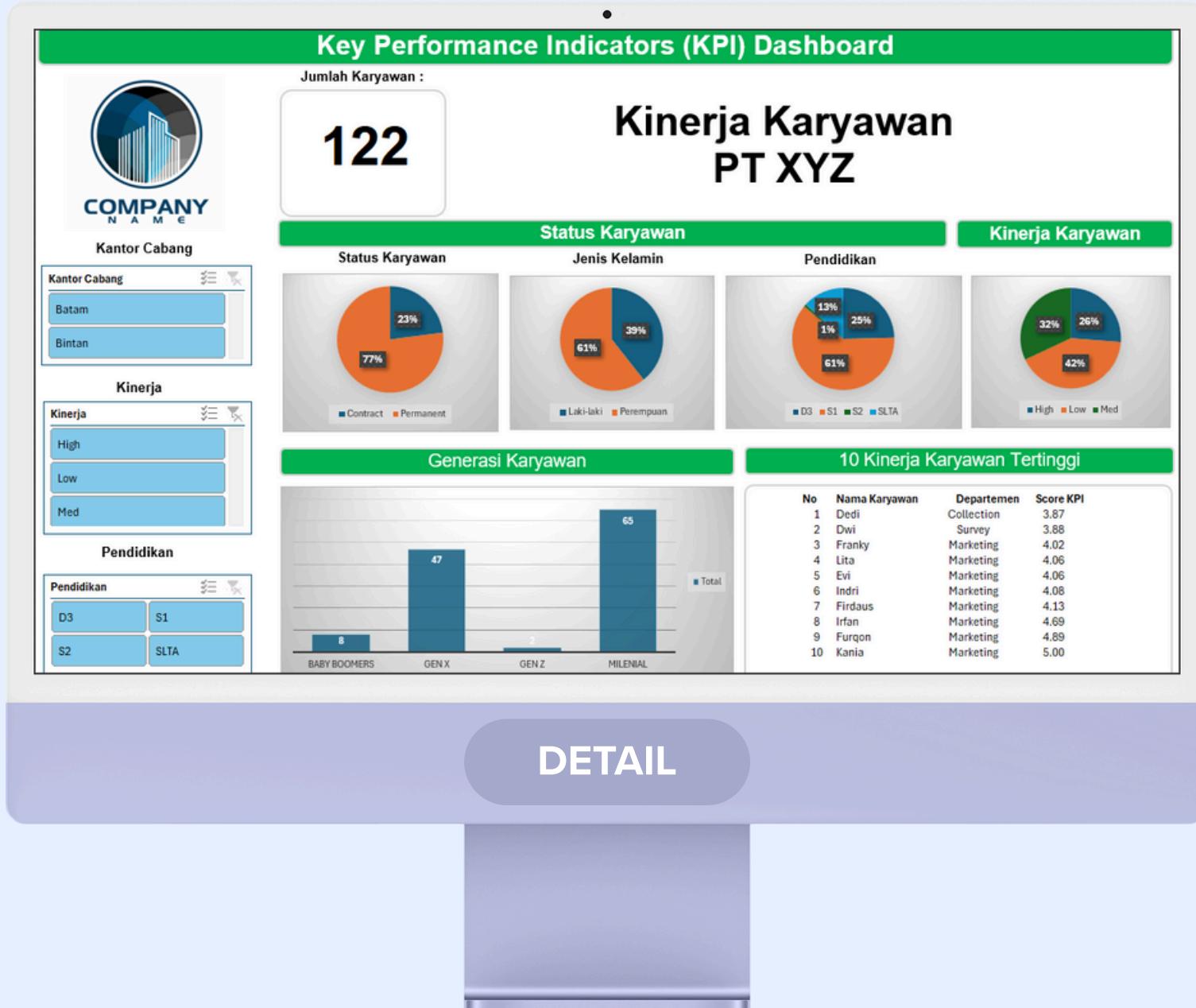
BACKGROUND

In the dynamic world of work, companies need tools to effectively monitor and analyze employee performance. Employee Performance Dashboard is designed to provide data-driven insights into individual and team productivity and achievements.

PROBLEM

Companies face challenges in objectively evaluating employee performance. The lack of structured data led to difficulties in identifying areas for improvement and in making data-driven decisions.

SOLUTION

- Develop a data-driven dashboard to monitor employee performance.
- Provide key indicators such as KPIs, attendance, and job evaluation results.
- Automate performance reports for easy analysis and decision-making.

IMPACT

- Increase transparency in employee appraisals.
- Accelerate data-driven evaluation and decision-making processes.
- Provide more accurate insight into employee effectiveness in achieving
- company targets.

Design Thinking

Brainstorming

Teknik yang digunakan
(contoh: SCAMPER, Brainwriting, Mind Mapping, dll.)
(Tuliskan teknik yang digunakan untuk menghasilkan ide)

BRAINWRITING

IDEA 1 — Pelatihan atau mentoring untuk leader supaya lebih kompeten

IDEA 2 — penilaian kompetensi dan feedback dari seluruh tim

rotasi posisi atau pelatihan melalui evaluasi keseluruhan tim (atasan bawahan rekan sejawat)

IDEA 3 — menetapkan job description yang detail dan tepat untuk leader atau pelatihan yang mengutamakan simulasi atau berbasis studi kasus dan tanggung jawab supaya leader lebih terlatih

Ide solusi yang dipilih :
Penilaian kompetensi dan feedback dari seluruh tim (atasan, bawahan, rekan kerja) terhadap leader tersebut agar bisa ditentukan dan disepakati akan dilakukan pelatihan kah pengembangan atau dirotasi dan mencari leader yang lebih cocok untuk PT X,

DETAIL

BACKGROUND
The company faced challenges in employee experience management, with unclear HR processes, low engagement, and slow adaptation of new hires.

PROBLEM
- Employees struggled to adapt to company policies and culture.
- HR processes were manual and inefficient.
- Lack of structured feedback made it hard to identify issues early.

SOLUTION
Using the Design Thinking approach, the team developed: An interactive onboarding system, A digital feedback platform for employees, Regular internal communication forums to strengthen engagement.

IMPACT
- Faster adaptation of new hires (up to 40%).
- More efficient HR processes through digitalization.
- Higher employee engagement and satisfaction with reduced turnover.

Performance Improvement Plan

KPI OVERTIME table and details shown on screen:
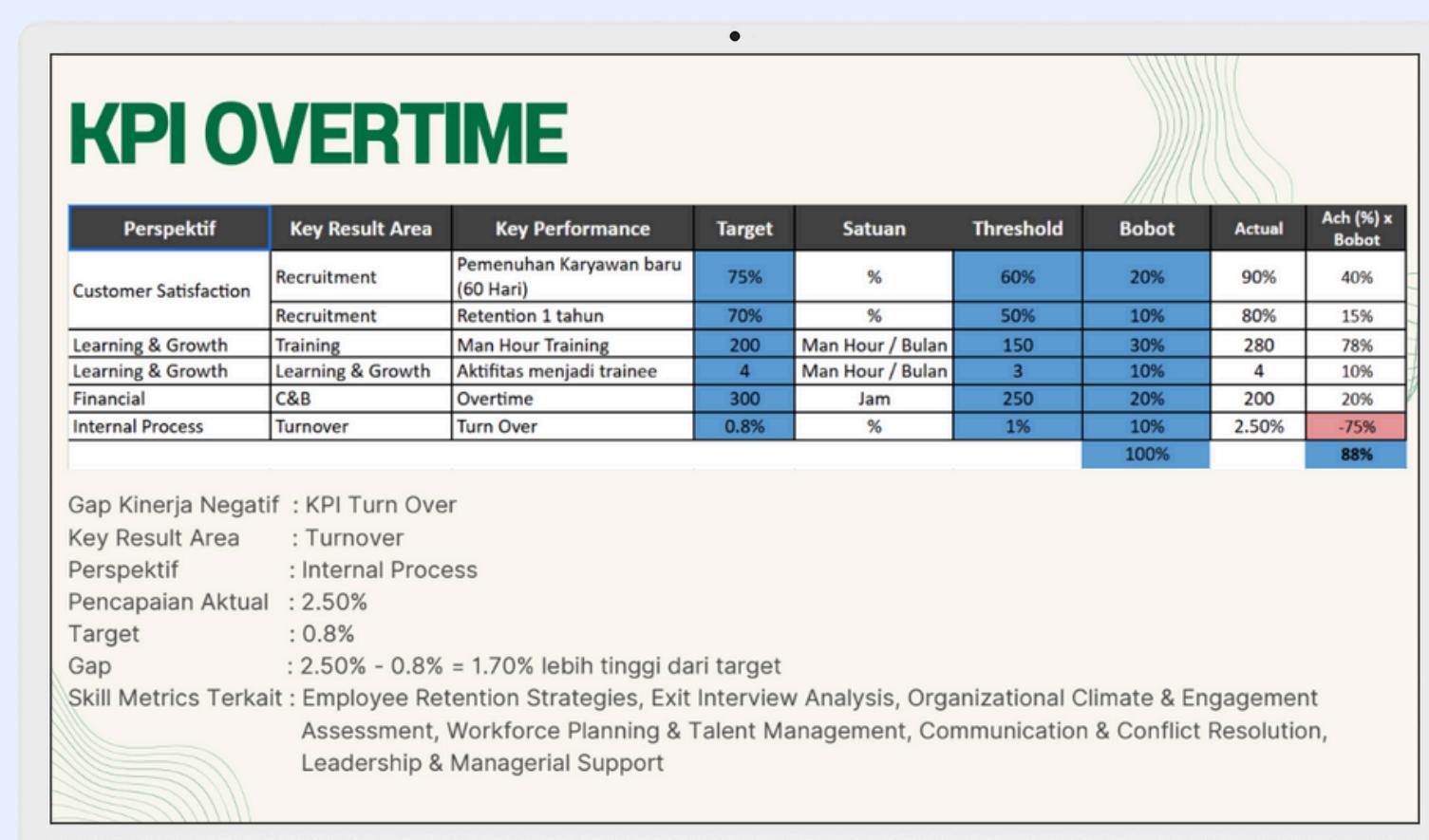
Perspektif	Key Result Area	Key Performance	Target	Satuan	Threshold	Bobot	Actual	Ach (%) x Bobot
Customer Satisfaction	Recruitment	Pemenuhan Karyawan baru (60 Hari)	75%	%	60%	20%	90%	40%
	Recruitment	Retention 1 tahun	70%	%	50%	10%	80%	15%
Learning & Growth	Training	Man Hour Training	200	Man Hour / Bulan	150	30%	280	78%
Learning & Growth	Learning & Growth	Aktifitas menjadi trainee	4	Man Hour / Bulan	3	10%	4	10%
Financial	C&B	Overtime	300	Jam	250	20%	200	20%
Internal Process	Turnover	Turn Over	0.8%	%	1%	10%	2.50%	-75%
						100%		88%

Gap Kinerja Negatif : KPI Turn Over
Key Result Area : Turnover
Perspektif : Internal Process
Pencapaian Aktual : 2.50%
Target : 0.8%
Gap : 2.50% - 0.8% = 1.70% lebih tinggi dari target
Skill Metrics Terkait : Employee Retention Strategies, Exit Interview Analysis, Organizational Climate & Engagement Assessment, Workforce Planning & Talent Management, Communication & Conflict Resolution, Leadership & Managerial Support

DETAIL

BACKGROUND
- HRD KPI related to Man Hour Training has not yet reached the set target.
- The target to be achieved is 200 Man Hour / Month with a minimum limit of 135 Man Hour / Month, but the realization is only 120 Man Hour / Month.
- A Performance Improvement Plan (PIP) is needed to improve employee performance.

PROBLEM
- Employees do not achieve predetermined training targets.
- Lack of effective communication between trainers and trainees.
- Training materials are not fully in line with company needs.

SOLUTION
- Develop a plan to improve employee performance with stricter KPI monitoring.
- Ensure the trainer team can deliver the material well and interactively.
- Develop training materials that are more relevant and in line with company needs.
- Use a tracking system to monitor training progress in real-time.

IMPACT
- Increase training effectiveness so that employees achieve Man Hour Training targets.
- Improve participants' understanding of training materials.
- Improve the achievement of company KPIs in the field of Learning & Growth.

# If you need more info about my projects and all the things I've done in the HR field, do not hesitate to contact me.

What They Say About Me

Aji Yudha, S.E., M.M. (UNDIP Lecturer)

"During her studies, Utari was a diligent student who completed assignments well and often helped in carrying out programs initiated by the lecturers."

Name

"..."

Name

"..."
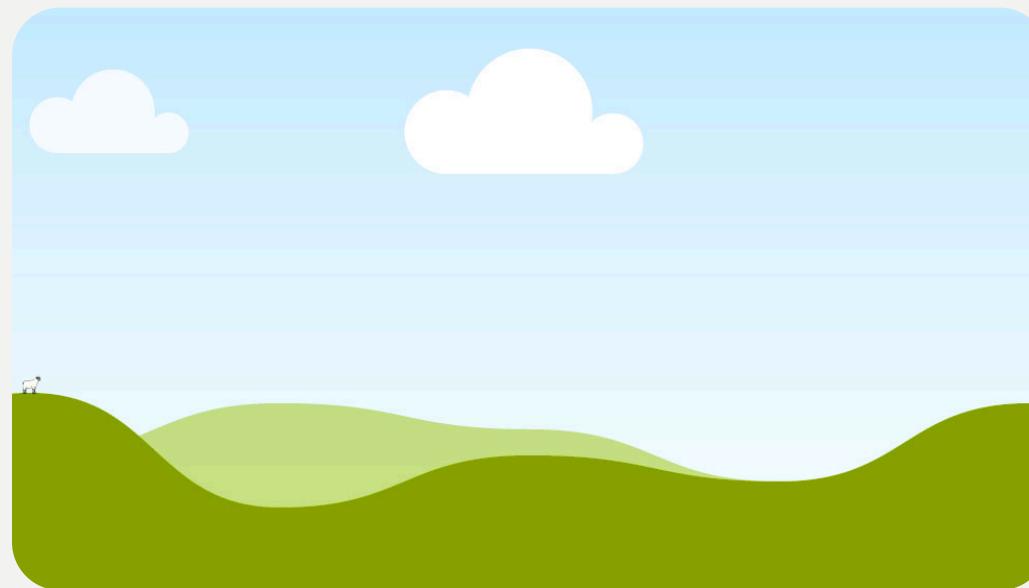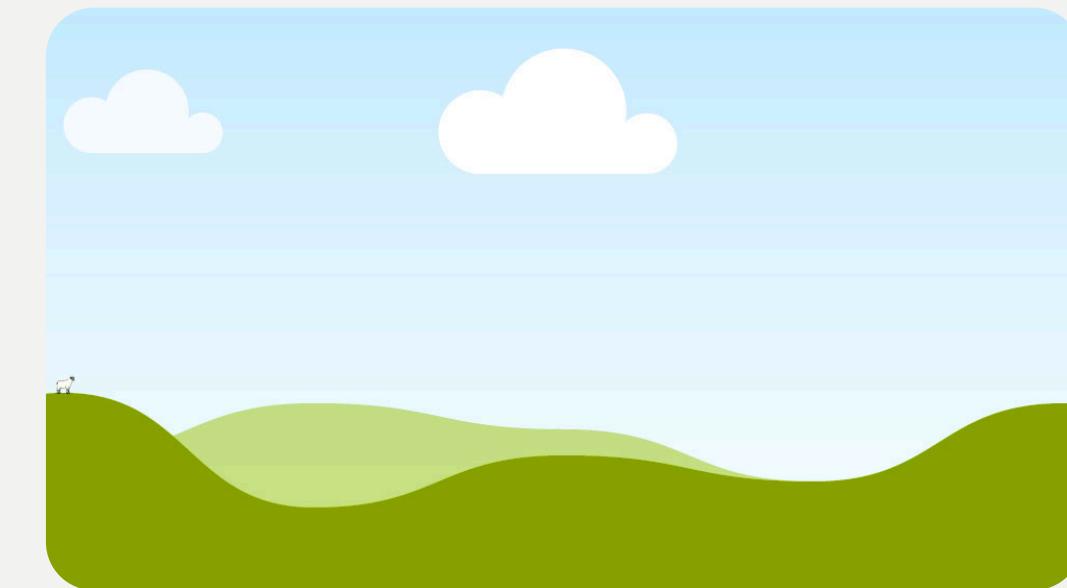
Let's Work Together !

Tap to contact me

📞 +62 822-5985-5707

✉ utarim.noer@gmail.com

in https://www.linkedin.com/in/utarimnoer/