

CURRICULUM VITAE

1	Fullname	Ivanina Zuhdi Pane
2	Sex	Female
3	Academic Qualification	Lecturer
4	NIP/NIK	7878
5	Place and Date of Birth	Pangkalan Berandan, 13 Januari 1967
6	E-mail	Ivanina.zuhdi@esaunggul.ac.id
7	Phone Number	0813 1063 1193

A. Academic Qualifications

Courses	Description
Social Statistics	This course prepares students to understand of quantitative data collection including measurement of scales, questionnaire design, tests of hypothesis, various statistics and analysis.
Public Opinion	The course covers the basic understanding of public, crowd, mass, opinion, public opinion, its historical backgrounds, and opinion polling. Students also learn on how to conduct small opinion polling starting from selection of current topics, design a questionnaire about the chosen topic, conduct interview, and brief analysis on opinion toward the topic.
Integrated Marketing Communications (IMC)	The course explains to understand and describe theoretical and practical approach toward marketing communications and branding, from which, all are directed toward brand equity. Besides, topics about shifting in relation to Innovation 4.0 in marketing and communications, as well as setting up an IMC organization in a company, are also discussed.

B. Professional Qualifications

Position	Description	Year
Office Supervisor	Manage Mitra Energy Limited office administration, operations and budgeting including IT, HR employees leave, overtime, health record including the health insurance	1 Apr 2010-31 Jan 2017

	and office inventory, member of company's Bid Committee.	
Public Affairs Manager	Nations Petroleum (Oil and Gas Exploration Company),	1 Jul 2005 - 29 Aug 2008

	<ul style="list-style-type: none"> - Conceptualize and Coordinate Social Investment Program - Plan and execute yearly / 5 yearly CD/CR (CSR) program and budgeting - Evaluate the implementation of Community Development Program, Community Relations as well as Media and PR activities. - Coordinate with operations and other divisions such as Environment, HS&T, and Legal regarding Public Affairs related works. - Develop strong bonding of liaisons with various educational / private institutions, health institutions, private/donor institutions more importantly in seeking for the funding strategy of common CSR programs. 	
	Judge/Session Chair for CSR-HR papers at IPA (Indonesian Petroleum Association) convention and exhibition under section People and Community	
<p>May 2004 May 2005 March 2009</p>	<p>Handled various research projects from consumer goods to Social Campaign (Unicef projects) at several research agencies (<i>Acorn Consultants, Deka Marketing Research, Polling Center</i>)</p> <p>Social Research works include:</p> <ul style="list-style-type: none"> - Kuala Tuhul Tsunami Relieve Program - Increasing Maternal Health Improvement Program – UNICEF May 2004 - Increasing Meternal Health Improvement Program – UNICEF May 2005 	
	<p>Job Summary:</p> <ul style="list-style-type: none"> - Design research proposal: background, objective, methodology, costing - Design questionnaire & FGD guideline - Conduct briefing with fieldwork team 	

	<ul style="list-style-type: none"> - Take out results from the study - Prepare presentation & report material for client <p>Limited publication :</p> <ul style="list-style-type: none"> - Country Assistance Strategy (CAS) – evaluation of donor funding effectiveness in developing countries (case of World Bank (World Bank Group) in Indonesia). 	
--	---	--

C. Academic Career and Position

Position	Description
Lecturer (Aug 1997- Dec 2016)	Subject lectured: Foundations of Research in Advertising – Dept of Communications Vocational Program (Vokasi Komunikasi UI/formerly Diploma Program) – University of Indonesia, Depok, West Java.

D. Publication

Title of Publication	Publication Name	Link of Publication	Year	Indexed
Limited publication :	<ul style="list-style-type: none"> - Country Assistance Strategy (CAS) – evaluation of donor funding effectiveness in developing countries (case of World Bank (World Bank Group) in Indonesia). 		2005	

				-
				-

E. Proceeding

Title of Proceeding	Name of Conference	Link of Proceeding	Year	Indexed

F. Citation

Jakarta, Oktober 2019

Ivanina Zuhdi Pane S.Sos, MSi.