

## CURRICULUM VITAE

Name	Ronggur Eugene Persoco
Date of Birth	June 28 <sup>th</sup> , 1975
Place of Birth	Palembang, Indonesia
Civil status	Single
Gender	Male
Nationality	Indonesian
Membership	Inwent Alumni Programm and Global Campus 21

### KEY QUALIFICATIONS

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Persoco is an employee of Social Security Organization for Private Workers in Indonesia. He holds a Master in Business Administration, focusing in Marketing Management. He has broad knowledge in social marketing, especially in corporate communication skills. He has also enough experience in media relation, news evaluation and social science research especially concerning the customer satisfaction measurement. He is highly interested in studying the effectiveness of advertisement and other marketing tools in social/public area.

### EDUCATION

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**Nov 2006 – Oct 2007: Universität Heidelberg, Heidelberg, Germany and Universiteit Maastricht, Maastricht, The Netherlands**

International Long-term Training (ILT) of Social Security, held by InWEnt, gGmbH in Germany and the Netherlands. Focusing in Social Health Insurance and Pension Scheme.

**Oct 2001 - Sept 2003: Gadjah Mada University, Yogyakarta, Indonesia**

Master of Business Administration (Master of Management), focusing in Marketing Management. Thesis: Consumer Perception and Preference Toward World Wide Web as a Source of Information

**Sept 1994 – May 2000: Gadjah Mada University, Yogyakarta, Indonesia**

Bachelor Degree in Economics, majoring in Marketing Management. Final Graduation Paper: Consumer Attitude and Behavior Toward Private Label (Private Brand).

### CURRENT EMPLOYMENT

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**Sept 2003 – recent: PT Jamsostek (Persero)**

Officer in Promotion and Publications Unit, under the Public Relations Department. Currently also member of research team for studying the Customer Satisfaction Measurement (CSM) of Healthcare Benefit of PT Jamsostek (Persero), member of working team for building the Competence-based Human Resources Management (CBHRM) in PT Jamsostek (Persero) and member of editorial staff of internal newsletter of PT Jamsostek (Persero).

## **OTHER WORK EXPERIENCE**

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### **Sept 1995 – Aug 1996: STIE YKPN, Yogyakarta, Indonesia**

Lecturer Assistance (teaching and scoring examinations marks) to the 1<sup>st</sup> and 2<sup>nd</sup> semester students in a Private Institute of Economics Science STIE YKPN Yogyakarta, on subject: Principles of Management.

## **LANGUAGE SKILLS**

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	<i>Speaking</i>	<i>Reading</i>	<i>Writing</i>
English	excellent	excellent	excellent
Deutsch/German	good	good	fair
Bahasa Indonesia	excellent	excellent	excellent

## **COMPUTER SKILLS**

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SPSS, spreadsheet and word processing software, Content Management System (CMS) for Websites, Multidimensional Scalling (MDS) Software