

CURRICULUM VITAE



I. Personal Information

Name : Dede Riyadi, S.Psi
Place & Date of Birth : Bireuen, February 13, 1985
Gender : Male
Address : Alif Homestay Syariah, Jl. Harapan No. 22A,
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Nationality / Ethnicity : Indonesian / Acehnese
Religion : Islam

II. Educational Background

- **SDN Kuta Tuha Blangpidie**, Southwest Aceh (1996)
- **Junior High School No. 1 Blangpidie**, Southwest Aceh (1999)
- **Senior High School No. 1 Blangpidie**, Southwest Aceh (2002)
- **Diploma I in Computer Studies**, TRICOM, Medan (2003)
- **Bachelor of Psychology**, Sekolah Tinggi Ilmu Psikologi Harapan Bangsa, Banda Aceh (2011)

III. Seminars / Workshops / Training

- Basic Journalism – INTERNEWS (2005)
- Peace Journalism – KIPPAS (2005)
- Hostile Environment and Emergency First Aid Training – INTERNEWS & Centurion (2005)
- Communication and Information Technology – UNESCO (2007)
- Training of Trainers on Prevention of Violence Against Women and Children – Yayasan Pulih Aceh (2009)
- Regional People Development Workshop – BNI Life (2015)
- Training Designer & Delivery Professional (TD2P) – BNI Life (2017)
- Neuro-Linguistic Programming (NLP) for Trainers – Great People Academy (2018)
- Advanced Business Communication & People Skills – Business Growth (2018)
- NLP for Sales Coach – Korpora Consulting (2019)

IV. Work Experience

1. HR & Training Manager (2003)

Radio Fatali, Blangpidie – Southwest Aceh

- Conducted recruitment and selection of employees and radio broadcasters
- Evaluated employee and broadcaster performance
- Delivered journalism and broadcasting training
- Planned, supervised, and evaluated workforce requirements
- Managed employee attendance records

2. Reporter / Editor / Community Facilitator (2005)

Peunegah Aceh – INTERNEWS / USAID

- Produced radio magazines on tsunami recovery and Aceh conflict
- Engaged communities to gather information during reconstruction and rehabilitation

3. Field Coordinator (2006)

Rangkang Aneuk Abdya (RAYA) NGO

- Developed learning curricula for children in underdeveloped villages
- Facilitated meetings with parents regarding children's learning progress

4. Community Facilitator / Field Staff (2007)

P3A Abdya NGO

- Conducted community outreach on domestic violence awareness

5. Media Monitoring Officer (2007)

European Union Election Observation Mission (EU-EOM)

- Monitored media coverage during the general election
- Collected public feedback on election-related issues

6. Team Leader (2008)

Aceh Youth Radio Program “Geundeurang Damee” – Search for Common Ground Indonesia

- Produced radio programs on peacebuilding for youth
- Facilitated youth discussions across several districts in Aceh
- Conducted team performance evaluations

7. Monitoring & Evaluation Team (2009)

“Makmue Gampong Karena Damee” Program – IOM

- Evaluated program impact on communities
- Conducted community meetings to assess program implementation

8. Facilitator / Trainer (2009)

Violence Prevention Program for Women and Children – Yayasan Pulih Aceh

- Prepared training materials
- Delivered community training sessions
- Compiled training reports

9. Trainer & Program Consultant (2010)

Youth Radio Magazine for Peace Program – Timor Leste, Search for Common Ground Indonesia

- Trained youth in journalism, broadcasting, and conflict management
- Assisted in producing the youth radio program “Babadok Rabenta (Drum of Peace)”

10. HR Manager (2011)

Radio Fatali, Blangpidie – Southwest Aceh

- Managed recruitment, evaluation, and training
- Oversaw workforce planning and attendance management

11. International Editor

www.atjehpost.com

- Translated international news articles
- Edited reporter submissions
- Assigned news coverage through editorial meetings

12. Credit Marketing Officer (2012)

Columbia Finance

- Marketed electronic products (TVs, refrigerators, ACs, washing machines)
- Conducted customer credit surveys
- Ensured customer repayment capability

13. Sales Supervisor – FMCG (2012–2014)

UD. Nasya, Southwest Aceh

- Coordinated field sales activities
- Maintained distributor relationships
- Managed inventory in/out
- Conducted outlet needs assessments

14. Regional People Development (2014 – December 2016)

PT BNI Life Insurance – Medan & Aceh

- Recruited sales force

- Delivered basic and advanced sales training
- Conducted coaching and development programs
- Monitored Area Sales Manager performance
- Coordinated with bank staff on product knowledge and selling techniques

15. Regional People Development – Worksite Sumatra (January 2017 – September 2020)

PT BNI Life Insurance

- Recruited and developed marketing personnel
- Conducted advanced training, coaching, and motivation sessions
- Performed regional business travel across Sumatra
- Maintained relationships with bank staff
- Evaluated monthly sales performance
- Supported sales presentations to corporate clients

16. Senior Area Sales Manager – Banda Aceh (July 2021 – June 2024)

PT BNI Life Insurance Syariah

- Planned sales force activities
- Monitored and reviewed sales production
- Supervised sales performance
- Maintained strong relationships with business partners
- Conducted product socialization with partners (BSI)

17. Commercial Manager (August 2024 – Present)

PT Pembangunan Sabang Mandiri

- Led the Commercial Division with a strategic vision
- Managed projects and initiated new business opportunities
- Developed teams and ensured achievement of new targets

V. Language Skills

- **Indonesian** – Fluent
- **English** – Fluent
- **Acehnese** – Fluent
- **Aneuk Jamee** – Fluent