

LIDYA APRILLIA

MEDIA & PERFORMANCE PLANNING

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PROFESSIONAL SUMMARY

Media planner with 1.5+ years managing end-to-end campaign planning and performance tracking for national broadcast media (SCTV, Indosiar), reconciling plans against actuals and reporting cost/performance insights to management and clients. Accounting background drives a numbers-first, detail-heavy approach to budget and variance analysis. Actively building cross-platform fluency through independent KPI/analytics content work on LinkedIn.

CORE SKILLS

Planning & Strategy: Media & Program Planning · Campaign Cost & Budget Planning · Variance Analysis (Plan vs. Actual) · KPI Tracking & Performance Reporting

Analytical & Technical: Microsoft Excel (Advanced) — data handling, reporting, performance tracking · Power BI · Tableau · Data Reconciliation & Validation

Collaboration: Client & Stakeholder Reporting · Cross-Functional Collaboration with Marketing Teams · Proactive Problem-Solving Under Deadline

Tools: SAP S4/HANA · Accurate Online · Zahir Accounting · Arianna Software

KEY ACHIEVEMENTS

- 1st Winner, National Investigative Audit Competition (2022) — UK Duta Wacana
- 2nd Winner, National Investigative & Forensic Audit Competition (2023) — Universitas Trilogi
- Published qualitative research on auditor ethics in a SINTA 3-indexed academic journal (2024)

PROFESSIONAL EXPERIENCE

Cost Per Rating Program (CPRP) Planner, PT Surya Citra Media Tbk

Jan 2025 – Present (Full-Time)

- Own end-to-end media planning for two national broadcast channels, building monthly plans around program schedules and client campaign targets.
- Reconcile plans against actual performance to track guarantee achievement, applying plan-vs-actual variance analysis to inform budget decisions.
- Translate raw performance and cost data into periodic reports for management and clients, supporting data-driven planning conversations.
- Manually verify 100+ daily transactional records to maintain accuracy across internal and client-facing reporting.
- Collaborate cross-functionally with marketing teams to keep planning and performance documentation aligned for review.

Cost Per Rating Program (CPRP) Planner, PT Surya Citra Media Tbk

Feb 2024 – Jun 2024 (Internship)

- Verified advertising spot data to ensure broadcast schedule and media plan accuracy.
- Collaborated with the marketing team to develop monthly media plans aligned with campaign objectives.

Accounting and Administration, PT Indo Global Gemilang

Jun 2024 – Sep 2024 (Internship)

- Recapitulated and reconciled customer and transaction data using Microsoft Excel.
- Reviewed and validated advertising transactions against internal criteria.

PROJECTS & INDEPENDENT LEARNING

KPI & Performance Analytics Content, LinkedIn

2026

- Independently researched and published content breaking down real-world KPI frameworks, building working knowledge of performance metrics beyond broadcast media.

Tableau Project: Data Visualization and Analysis

May 2023

- Conducted exploratory data analysis to identify patterns and anomalies; built dashboards for stakeholder review.

Academic Research on Auditor Ethics, SINTA 3-Indexed Journal

Sep 2023 – Jun 2024

- Conducted qualitative research on ethical judgment in auditing, interviewing a Big 4 external auditor as primary informant.

EDUCATION

Bachelor of Accounting, Universitas Pembangunan Nasional "Veteran" Jakarta

2021 – 2024

CERTIFICATIONS

Zahir User Certified (2023–2028) · Accurate Online (2023–2025) · Microsoft Office Specialist (2024) · TOEFL ELPT UPN Veteran Jakarta (2024)

LANGUAGES

Indonesian: Native | English: Professional Working Proficiency