

## CURRICULUM VITAE

### A. Identitas Diri

|     |                             |                                      |
|-----|-----------------------------|--------------------------------------|
| 1.1 | Nama Lengkap (dengan gelar) | Berliani Ardha, SE, M.Si             |
| 1.2 | Jenis Kelamin               | Perempuan                            |
| 1.3 | Jabatan Fungsional          | Asisten Ahli                         |
| 1.4 | NIDN/ NIK                   | 0324067302 /609730240                |
| 1.5 | Tempat dan Tanggal Lahir    | Jakarta, 24 Juni 1973                |
| 1.6 | E-mail                      | berliani.ardha@gmail.com             |
| 1.7 | Mata Kuliah yg Diampu       | 1 Strategic Brand Management         |
|     |                             | 2 Integrated Marketing Communication |
|     |                             | 3 Customer Retention Marketing       |
|     |                             | 4. Etika Periklanan                  |
|     |                             | 5.Komunikasi Bisnis                  |
|     |                             | 6. Account Management                |
|     |                             | 7.Advertising Media Planner          |
|     |                             | 8.Pengantar Periklanan.              |

### B. Riwayat Pendidikan

| No  |                               | S-1           | S-2  | S-3 |
|-----|-------------------------------|---------------|--|-----|
| 2.1 | Nama Perguruan Tinggi         | STIE PERBANAS | Universitas Indonesia  |     |
| 2.2 | Bidang Ilmu                   | Akuntansi     | FISIP  |     |
| 2.3 | Tahun Masuk-Lulus             | 1991 - 1998   | 2002-2004  |     |
| 2.4 | Judul Skripsi/Tesis/Disertasi |               | The Dual Credibility Model: The Influence Of Corporate Credibility And Celebrity Endorser Credibility On Attitudes And Purchase Intentions.<br>Case: Dian Sastrowardoyo on Panasonic Advertising |     |