

ADITYA SATRIA PRATAMA

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High impact specialist producing viral video content (up to 21.7M views) for major influencer campaigns. Edited branded content for Google's Gemini Student Promo, ensuring 100% compliance with multinational brand standards. Expert at creating high engagement assets that, when integrated with paid media, contribute to significant business results (e.g., 348% link click growth). Leverages performance analytics (Google Analytics, Looker Studio, Meta Business Suite) to guide and optimize content strategy, bridging the gap between creative production and measurable outcomes.

Work Experiences

Creative Content Specialist - CV. Nore Inovasi Semarang

Feb 2025 – Presents

Part Time (Promoted from Intern)

- Produced core visual assets, when amplified by paid advertising, contributed to measurable impact with **348% link click** growth and **427% increase in profile visits**
- Managed end to end content production (video & graphics) for **5+ clients, 3 internal, generating over 393K+ views.**
- **Supervises 3 interns** while maintaining consistent content quality and delivery schedules.
- **Promoted from intern to part time within 4 months** after handle 2 company accounts and with **projection for full time role after graduate** based on performance.

Sept 2024 – Presents

Video Editor – Angkasa Management

Part Time

- Edited content for influencers under Angkasa Management with a combined audience of 18M+ including **two posts exceeding 1.4M and 21.7M views respectively.**
- Executed video editing for an influencer **marketing campaign for Google (Gemini Student Promo)**, ensuring all content met strict brand guidelines, meeting **100% compliance on brand guidelines.**
- **Improved post production workflow efficiency by 25%** by implementing asset management and template systems.

**Worked by Project
2019 - Presents**

Freelance - WFA

Self Employed - IT, Multimedia freelancer.

- **Provided end to end creative services** (video, design, 3D) for corporate and individual clients **achieving 95% repeat client rate.**
- Served as lead photographer & videographer for various events, managing production from planning to final delivery.

Internship Experiences

Video Editor - Vocasia Jakarta

Sept 2024 – Jan 2025

Internship

- Edited video content for Reels, YouTube, and podcasts with strict deadlines.
- Produced high quality training course materials, enhancing learner engagement and meeting platform standards.

Broadcasting - Semarang Tv

Sept 2021 – Nov 2021

Internship.

- Edited daily content, commercials, and news segments for broadcast, ensuring quality and timeliness.

- Operated as studio cameraman & master control operator, maintaining seamless live broadcasts with minimal errors.
- Trained fellow interns on editing software and live broadcast techniques, improving team efficiency by 40%.

Education & Achievement

Semarang State Polytechnic - Informatics Engineering

Aug 2022 – Sept 2025

GPA: 3.71 / 4.00

- **Gold Medalist** at Indonesia International Invention Expo - 2025
- **First student in campus history to use Unreal Engine for final thesis** (interactive 3D game) and **setting a new standard for future projects** - 2025
- **Finalist KMIPN VI Animation Category** - 2024
- **Best Presentation Winner National Animation Competition KMIPN V** - 2023

SMKN 11 Semarang - Multimedia.

May 2019 – Jul 2022

- **Head of Multimedia** Broadcasting Sub-Department - 2022.
- Led multimedia events & **increased student participation by 50%, executing 2 successful** multimedia events during the pandemic.

Certifications

ETS TOEIC

Score 795 / 990

LSP POLINES Junior Mobile Programmer

Valid until 2027

MTCNA MIKROTIK

Valid until 2027

KKNI Level II Multimedia Expertise Certification (BNSP)

Valid until 2025

Organization

Student Executive Board - Communication Media and Information Dept

Jul 2024 – Jul 2025

- Founded & managed Communication Media Dept, scaling BEM social media **reach to 5K+ students**
- Grew organization's digital presence with **5M+ total views, 145K+ likes, and +4.2K new followers** across Instagram & TikTok.
- Launched 3 new social media channels (LinkedIn, Spotify, WhatsApp) to expand reach and engagement.

Electrical Students Association (HME POLINES) - Head of Minat & Bakat Dept

May 2023 – May 2024

- **Led 9 persons team**, delivering 20 student programs, achieving **95% program completion**.
- **Led** the Electro Charity Concert as Chief Executive, **directing a team of 70 to achieve a 50% increase** in audience attendance, and an **18% increase in donations**.

TECHNICAL STACK & SKILLS

- **Video & Motion Graphics:** Adobe Premiere Pro, After Effects, Motion Graphics, Blender, CapCut, DaVinci Resolve
- **Data & Analytics:** Google Analytics, Looker Studio, Meta Business Suite, Performance Reporting, Spreadsheet
- **Strategy & Design:** Content Strategy, Social Media Management, Adobe Photoshop, Adobe Illustrator, Canva, Corel