

# KEVIN ALIF PERDANA

COMMUNICATIONS, BINUS UNIVERSITY

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Linked: Kevin Alif Perdana

## ABOUT

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I am a Communications Student at Binus University @Malang, Passionate about Social Media, Marketing, Editing video and business, who always like exploring skills and transforming ideas into a good plan. During my academic journey, I immersed myself in the world of social media, understanding its power in connecting and engaging communities, being an activist in the International Marketing community of Binus University, and honed my video editing skills to visually communicate ideas effectively from concept to execution. I am eager to contribute to the business world by applying my knowledge in a dynamic, professional setting. Whether it's optimizing workflows, enhancing brand visibility, or driving innovative projects, I'm ready to make a positive impact.

## EXPERIENCE

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### TEACHING ASSISTANT

#### Binus University - Part-time

2024 - Present · 3 mos

Malang, East Java, Indonesia · On-site

- Able to Communicate with student to explain about how to use all tools in the content production lab
- Explaining to student how to use Adobe Photoshop and teach them to make something

### STORE CASHIER - FAMILY BUSINESS

#### Andre Grocery Store - Part-time

Jan 2021 - Jul 2022 · 1 yr 7 mos

Muara Enim Regency, South Sumatra, Indonesia · On-site

- My position is cashier (paid)
- Build a good relationship with customers, Make daily, weekly and monthly sales reports.

### ENTREPRENEURSHIP

#### Mobile Phone Service - Self Employed

Jul 2020 - Sep 2021 · 1 yr 3 mos

Muara Enim Regency, South Sumatra, Indonesia · On-site

- By learning at school in the subject creative Products, I'm making contribute to be entrepreneur at 16 age by providing service Repair mobile phone especially apple product.
- Software service and Hardware service
- Have good relationship with costumers by providing excellent service

### SOFTWARE ENGINEERIGN WEBSITE

#### United Tractors - Internship

Jan 2021 - Feb 2021 · 2 mos

Tanjung Enim South Sumatra · Hybrid

- Contribute in making undercarriage website by using Laravel, Visual studio code, Xampp, etc.
- Able to cooperate in teams to solve problems and produce efficiency work.

## SKILLS

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- Adobe Photoshop
- Adobe Primer Pro
- Final Cut Pro and Capcut
- Cascading Style Sheets (CSS)
- Laravel, HTML, Xampp and Microsoft Visual Studio Code
- Microsoft Word and Canva

## EDUCATION

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### **BINUS UNIVERSITY**

#### **Bachelor's degree, Communications**

Malang, East Java, Indonesia

Aug 2023 - 2027

Organizations, IMCB (Interntional Marketing Community of Binus University)

Jan 2021 - Present

### **BUKIT ASAM VOCATIONAL HIGH SCHOOL**

#### **Higsh School Diploma, Computer Software Engineering**

Tanjung Enim, South Sumatera, Indonesia

Jul 2019 - May 2022

Grade: 86.19 out of 100

Activities and societies: BALC, English Club, Boy Scout Organization, Takewondo

## PROJECTS

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### **SOCIAL ACTIVITY, PROJECT CHARACTER BUILDING COURSE ODD 2023/2024**

Social Activity at SMA IBNU SINA

Malang, East Java, Indonesia, Sep 2023 - Nov 2023

- Throughout the project, my role involved a combination of technical skills in video capture and proficiency in video editing software, ensuring the successful realization of our chosen theme, "No Belief is Higher Than Love," for the Pancasila course's final video project.
- The video project at my LinkedIn

## VOLUNTEERING

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### **ASSISTANT LECTURER - BINNUS UNIVERSITY**

Workshop at SMAK Gloria 2 Surabaya

Surabaya, East Java, Indonesia, Dec 2023 - 1 mo

- Have a good communicate with the student by explaining Healthy Dating and explaining camera movement
- Helping the students with their ideas, concepts, and many more to make a good video

## LANGUAGES

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### **ENGLISH**

Professional working proficiency

With test scores:

Binus University English Proficiency Test (BUEPT) - Score: 546 · Aug 2023

TOEIC - Score: 510 · Oct 2021

### **INDONESIAN**

Native or bilingual proficiency