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Kevin Kald

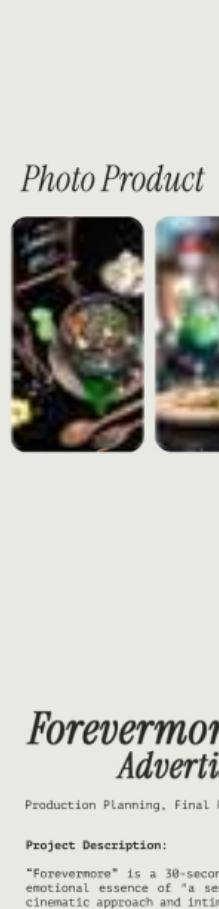
# Portofolio® 2025

Filmography

Graphic Designer

Video Editor

Producer



## About Me.

My name is Kevin Alif Pendana, I am a 20-year-old student at Binaanara University. I have a passion for creative arts, particularly video editing and photography. I am currently pursuing a Bachelor's degree in Digital Communications. My goal is to become a professional video editor and commercial photographer.

## Personal Info.

Name: Kevin Alif Pendana  
Birthday: 01/07/2004  
Phone: +62 8371445941  
Address: Malang, Jawa Timur  
Indonesia  
Email: kevpndna.alif@gmail.com  
Instagram: @kevpndna.alif

## Experiences.

Freelancer - Malang, Indonesia  
Video Editor, | Sept 2024 - Present.  
Freelancer - Malang, Indonesia  
Creative Video Editor | Sept 2024 - Present.  
Seasonal - Sunib Production House  
Creative Video Editor | May 2024 - Present.  
Seasonal - Grand Cakra Hotel  
Teaching Assistant | June 2025 - Present.  
Part Time - Binus University  
Teaching Assistant | Jan 2024 - Present.  
Internship - Pt. United Tractors Tbk  
Web Developer | Jan 2021 - Feb 2021.

## Software.



## Education.

Binaanara University  
2023 - Present.  
Bachelor of Digital Communications

## Expertise Skills.

Video Editing | Capcut | DaVinci Resolve  
(Cinematorapher) | Photoshop



## 01 Grand Cakra Hotel

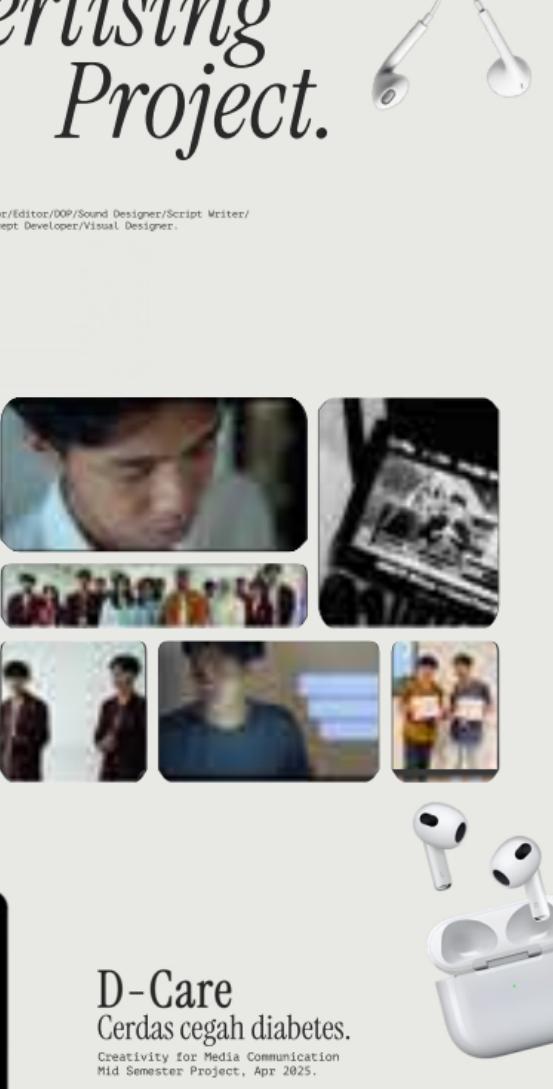
Video Editor/Cinematographer/Commercial Photographer  
Sound Designer/DOP.

### Commercial Photographer Video Editor

At Grand Cakra, I worked as a Video Editor and Commercial Photographer, producing food photography, hotel and event documentation, and social media content for both Grand.

Collaborating with a diverse five-member team, we helped produce over 100 approved contents, averaging over 100k views per post.

My work significantly enhanced the brand's digital presence, professional image, and audience engagement across platforms.



### Photo Product



### Forevermore Advertising Video 30s

Production Planning, Final Project Jun 2025.

#### Project Description:

"Forevermore" is a 30-second commercial that captures the essence of nostalgia and the joy of reminiscing. Through a cinematic approach and intimate visual storytelling, the ad portrays a grown man reconnecting with his memories at Grand Cakra Hotel through simple moments writing in a journal and looking at old photographs.

Every visual, from the soft glow of a desk lamp to the intricate details in the journal, is crafted to evoke a warm, calm, and personal atmosphere, delivering the message that Grand Cakra is more than just a place to stay, but a space that holds irreplaceable warmth and lasting stories.



## 02 Cakeseye

Delicate treats for your daily joy

Branding Identity/Photo Product/Videography

NUMANI CAKESYE.

Delicate treats for your daily joy.

Color Identity.

#ad0517

Numani Cakeseye.

Delicate treats for your daily joy

"Numani Cakeseye" is a premium dessert brand from Malang, offering cakes, pastries, domboloni, crotoloni, and other sweet creations, all handmade from quality ingredients with an elegant aesthetic touch to create sweet moments in every bite.

## 03 Advertising Project.

Producer/Director/Editor/DOP/Sound Designer/Script Writer/  
Concept Developer/Visual Designer.

#### Project Description:

"Is AI Always Right?" is a short public service advertisement that critiques students' overdependence on AI in academic settings without proper verification. Collaborating with a partner during the brainstorming phase to develop the concept and creative final list, we presented our work in front of judges and won 3rd place in the public service advertisement category.

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to manage and execute an audiovisual production from concept to final output.

The impact of this film lies in inspiring people to be more self-reliant, confident, and consistent in taking action while challenging society's negative perspective toward Gen Z.

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Komunikasi Fiesta 2025

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