

# KEVIN ALIF PERDANA

COMMUNICATIONS, BINUS UNIVERSITY

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## Summary

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I'm a creative producer and digital communication student with a strong background in video production, cinematography, and design. I enjoy turning ideas into engaging visual stories whether through editing, branding, or managing full-scale content projects that help brands connect better with their audiences. I've also led various creative projects, building experience in storytelling, campaign development, and creative leadership.

## EXPERIENCE

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### **Freelancer - Malang, Indonesia**

#### **Video Editor, Photography & Videography – Freelance, Hybrid**

Sept 2024 – Present · 11 mos.

- Handled 15+ projects covering documentation, cinematic, event, commercial, and social media content, ensuring cinematic quality and audience-relevant storytelling while operating professional equipment (mirrorless/DSLR cameras, stabilizers, lighting, and audio) during pre-production and production stages.
- Executed product photography projects from concept to post-production, creating high-quality images that aligned with client branding and enhanced social media engagement across multiple platforms.
- Handled video editing projects for social media content, after movies, company profiles, and recaps using DaVinci Resolve & CapCut, applying creative effects and animations (DaVinci Fusion & After Effects) such as asset animation and bumper in/out to deliver dynamic videos.

### **SUNIB PRODUCTION HOUSE - Malang, Indonesia**

#### **Producer & Creative Video Editor – Seasonal, Hybrid**

May 2024 – Present · 11 mos.

- Designed and animated TV program bumpers (in and out) by developing creative concepts aligned with the program's theme, creating visual assets using Adobe Photoshop, and producing dynamic motion graphics with DaVinci Resolve through collaborative ideation and research.
- Facilitated clear team communication, provided equipment guidance on switcher, camera, and production workflows, and coordinated floor direction teams with precision as a Production Director during live productions.

### **GRAND CAKRA HOTEL – Malang, Indonesia**

#### **Creative Visual Editor – Seasonal, Hybrid**

Mar 2025 – Jun 2025 · 4 mos.

- Directed 5-member team to complete a 30s ad "Forevermore", which achieved professional production standards and strong visual storytelling
- Executed 10+ professional photo sessions for products and events, optimized images in Lightroom and Photoshop to support promotional campaigns.
- Planned and organized 100+ social media contents for Grand Cakra on Notion, which resulted in high client satisfaction.

## **BINUS UNIVERSITY – Malang, Indonesia**

### **Teaching Assistant - Part-time, Onsite**

Jan 2024 – Jun 2024 · 6 mos.

- Led 12 students across 2 class sessions to operate professional broadcasting equipment including mirrorless & Sony live cameras, switcher, lighting, audio system, and teleprompter, while supervising the end-to-end live production process.
- Trained 20 students in 2 class sessions on Adobe Photoshop, After Effects, and Premiere Pro in the iMac lab, assessed their final projects, and evaluated their ability to present and explain applied tools.

## **SKILLS**

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|-------------------------------------|--------------------------------|
| • Creative Thinking & Collaboration | • Graphic Design & Branding    |
| • Video Production & Editing        | • Creative Concept Development |
| • Directing & Cinematography        | • Project Management           |

## **EDUCATION**

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### **BINUS UNIVERSITY**

#### **Bachelor's degree, Communications – GPA 3.6 (Currently)**

Malang, East Java, Indonesia

Aug 2023 - 2027

## **VOLUNTEERING**

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### **GREEN CAMPUS INITIATIVE EXPERIENCE – BINUS X NUS**

Workshop at National University of Singapore

Singapore Jul 2024 - 1 mos.

- Green Campus Initiative (BINUS x NUS) – Participated in a collaborative program with National University of Singapore, involving students from Civil Engineering, Architecture, and Communication departments.
- Communication Representative – Represented the Communication Department to observe and learn green and sustainable campus practices at NUS for potential implementation at BINUS.
- Project Deliverables – Produced a mini vlog, website article, and academic paper reflecting insights and proposed applications of green campus concepts.

## **LANGUAGES**

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### **ENGLISH**

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

TOEIC - Score: 510 · Oct 2021

### **INDONESIAN**

Native or bilingual proficiency