

# 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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### 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.

- Produced and shot a 30-second ad titled "Forevermore", handling camera, lighting, and directing on set.
- Created a food catalogue using professional photography, edited via Lightroom and Photoshop.
- Produced 100+ Instagram content for Grand Cakra Hotel through effective teamwork and close collaboration with the hotel throughout all production phases.

### BINUS UNIVERSITY – Malang, Indonesia

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

Jan 2024 – Jun 2024 · 6 mos.

- 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 Adobe Premier pro and teach them to make something or basic editing.
- Able to use studio post-production tools and various equipment in the Creativity Lab for Media Communications, such as lighting, tripods, cameras, audio mixers, and more.

### PT. UNITED TRACTOR Tbk – Tanjung Enim, Indonesia

#### Web Developer - Internship

Jan 2021 - Feb 2021 · 2 mos.

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

## EDUCATION

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### **BINUS UNIVERSITY**

**Bachelor's degree, Communications – GPA 3.6**

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