

LD

PORTFOLIO

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NAME :
GERAEL PERMATA
ZANUAR DWI PUTRA

EDUCATION :
12TH-GRADE VOCATIONAL STUDENT,
MAJORING IN VISUAL COMMUNICATION DESIGN.

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INSTAGRAM :
@WRLD.OF_KITUWELAH

ABOUT ME :
A CHAOTIC CREATIVE SOUL WITH
A PASSION FOR VISUALS AND A STRONG BOND WITH CAFFEINE.

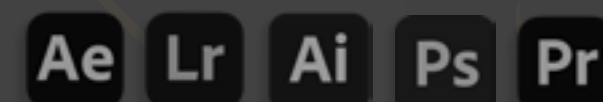
DAILY LIFE :
JUGGLING EDITS, REPLYING TO CLIENTS,
OPENING CANVA JUST TO CLOSE IT AGAIN,
AND SCROLLING TIKTOK

HOBBIES :
LISTENING TO MUSIC,
OVERANALYZING DESIGN AESTHETICS, AND
LYING DOWN WHILE BRAINSTORMING NEW CONCEPTS.

SKILLS :
DESIGNING VISUAL ASSETS, VIDEO EDITING,
SOCIAL MEDIA MANAGEMENT, AND VISUAL STORYTELLING.

DREAM COLLAB :
COLLABORATING WITH AESTHETIC
FASHION BRANDS OR CHARMING LOCAL COFFEE SHOPS.

TOOLS I USE :



◡ 2025 DESIGN ◡

ENTRUSTED AS HEAD OF SOCIAL MEDIA ADMINISTRATION, I PLAYED AN INTEGRAL ROLE IN SHAPING THE COMPANY'S DIGITAL NARRATIVE. ACTIVELY INVOLVED IN STRATEGIC MEETINGS WITH THE CORE TEAM AND THE OWNER, I CONTRIBUTED TO THE REBRANDING PROCESS THROUGH THOUGHTFUL CREATIVE DIRECTION. WITH A DEEP UNDERSTANDING OF CONTENT PLANNING AND DIGITAL MARKETING FUNDAMENTALS, I SEAMLESSLY ALIGNED CREATIVE EXECUTION WITH PERFORMANCE METRICS—TRANSLATING MARKETING EXPECTATIONS INTO MEASURABLE RESULTS, INCLUDING ROAS AND ROI.



◡ BANNER ONLINE SHOP ◡

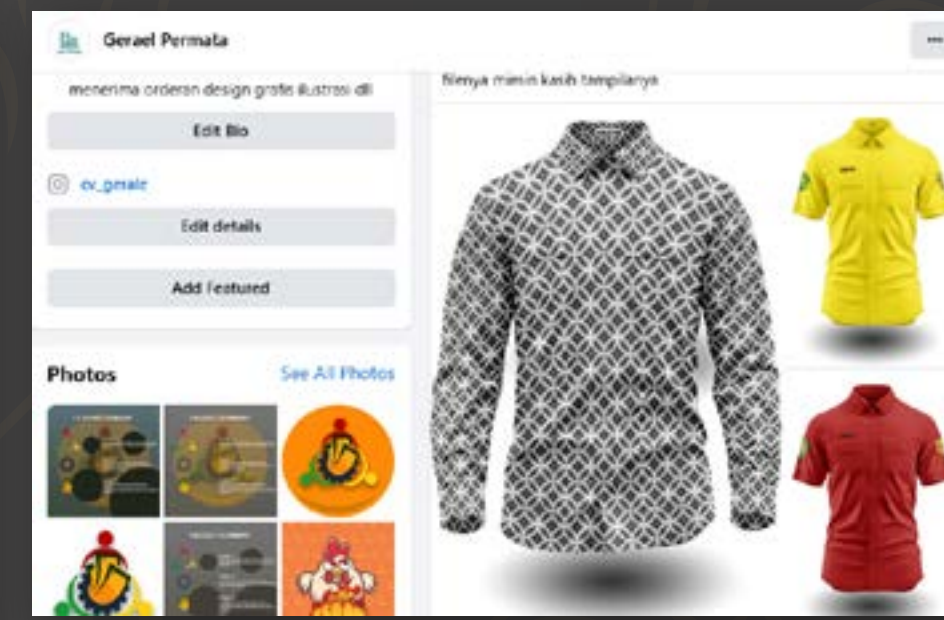
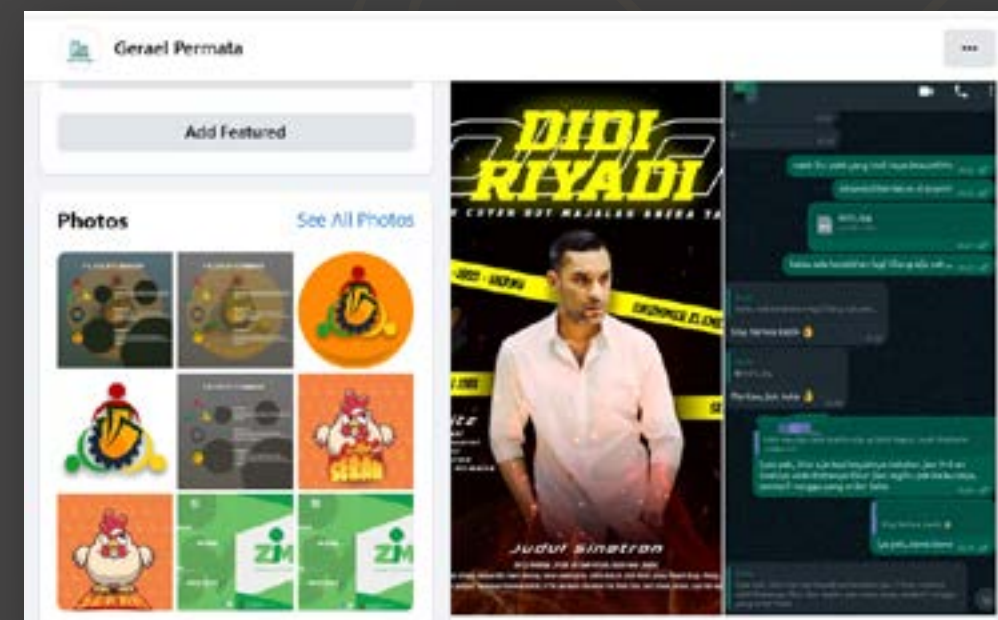
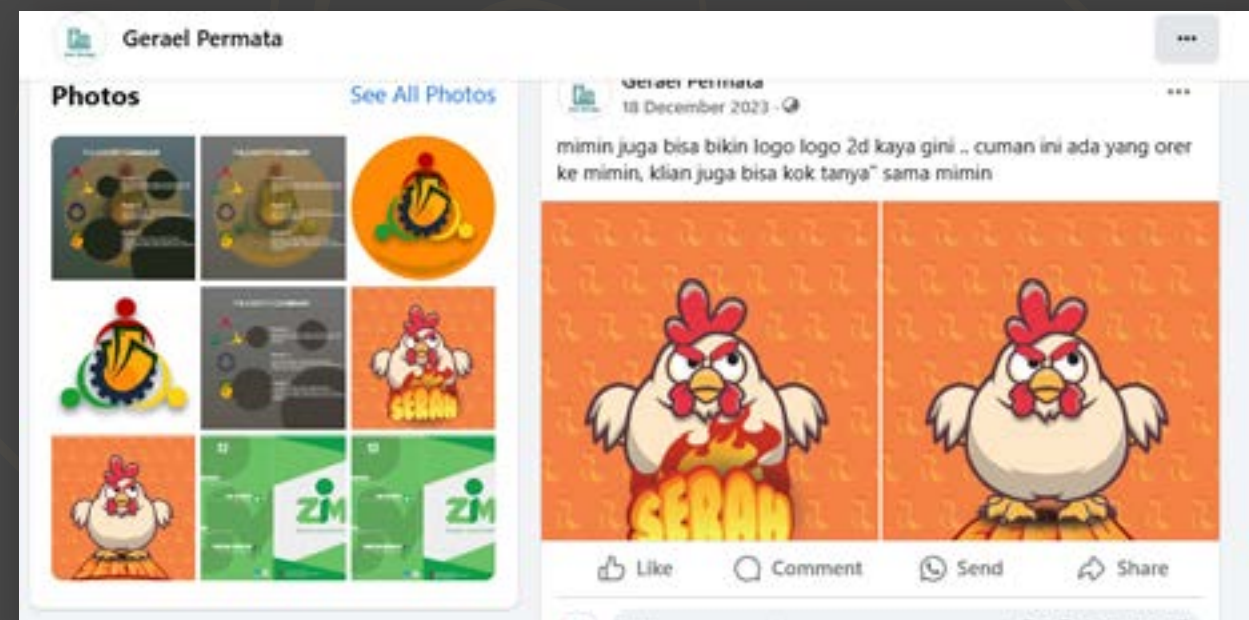
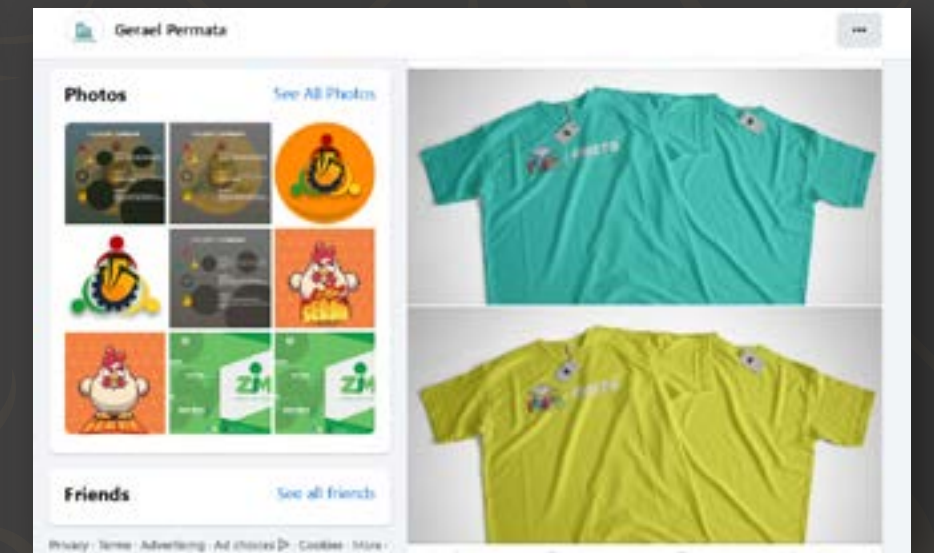
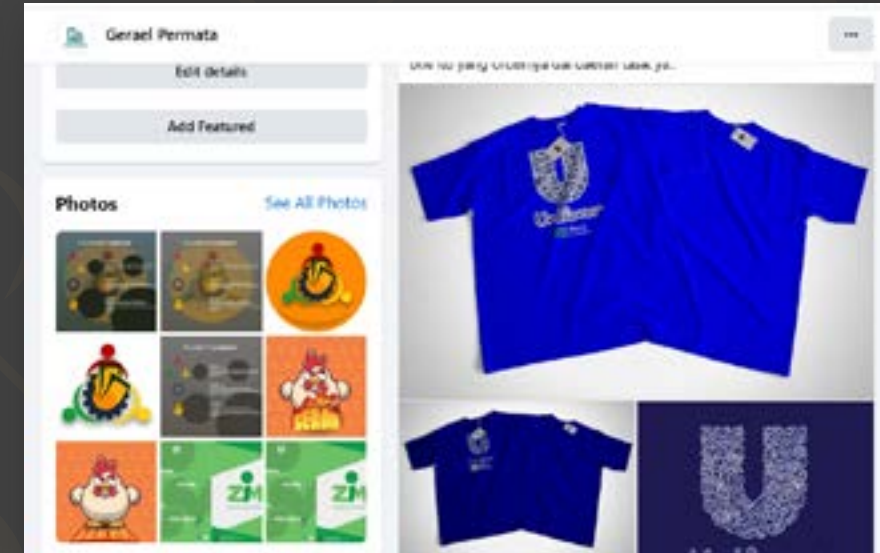
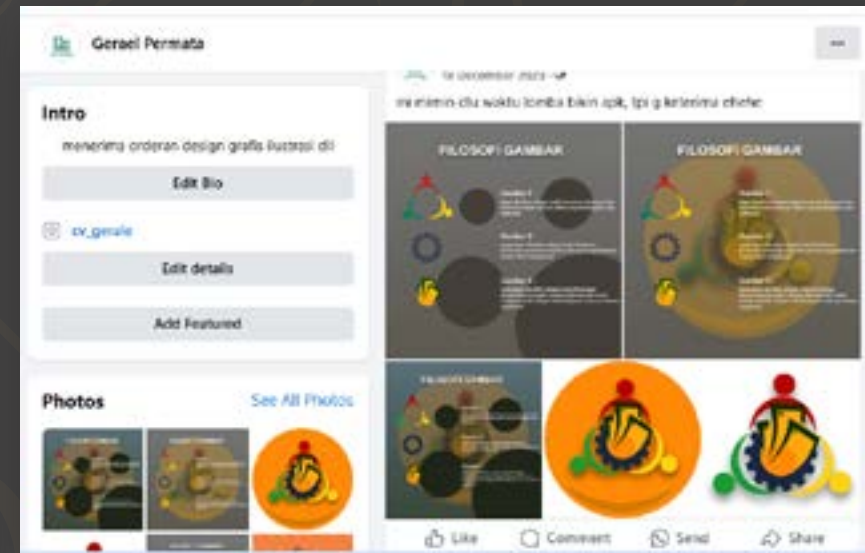
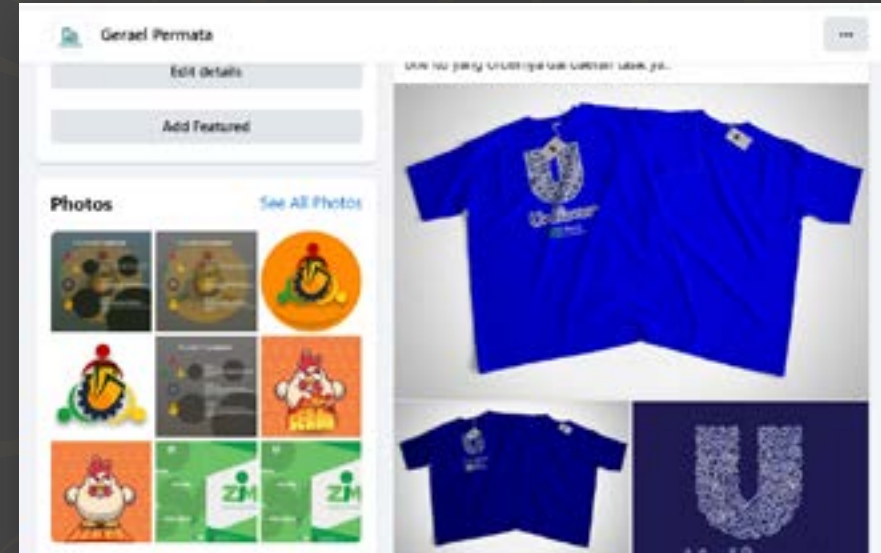
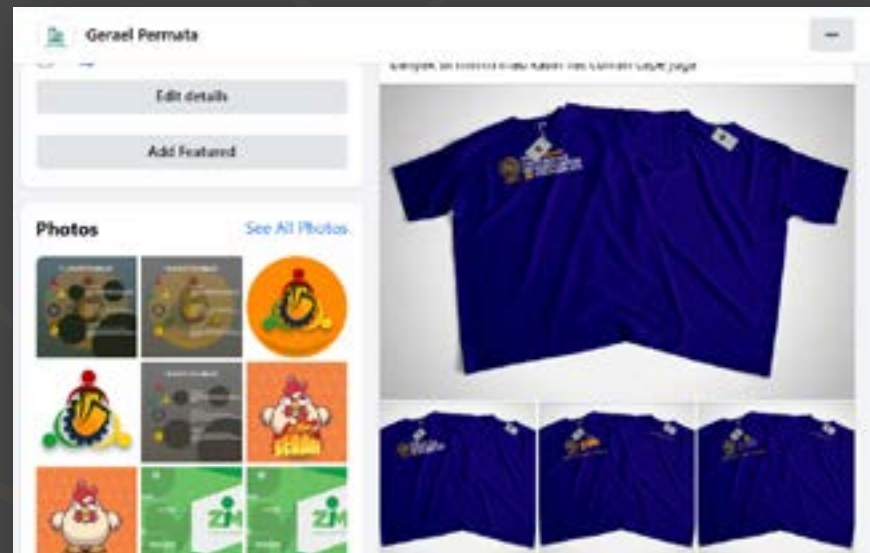


◡ GRID INSTAGRAM ◡



◡ COVER ETALASE ◡

2024 DESIGN







*I'm a passionate creative
who works across photography,
photo and video editing,
and digital content uploading.
I love capturing authentic moments,
enhancing them through editing,
and sharing them with the world
through impactful visuals.*



TERIMA KASIH

◡ LEARN DESIGN ◡