

Muhammad Alif Tohir

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SUMMARY

A **Senior Creative Specialist** with strong experience in graphic design, social media management, and digital content production. Skilled in creating compelling visual content aligned with brand identity. Detail-oriented, collaborative, and dedicated to delivering high-quality creative outputs that support digital communication and marketing strategies.

WORKING EXPERIENCE :

Full-Time, Digital Marketing Team | Senior Creative

sept 2024 – April 2025

Senior Creative

- Independently managed all creative aspects, including graphic design, video editing, and digital content strategy to enhance brand visibility.
- Developed and optimized social media strategies, increasing engagement by **35%** through visually appealing and relevant content.
- Improved content production efficiency by implementing a systematic workflow, reducing completion time by **20%**.
- Oversaw brand visual identity to ensure design and communication consistency across all channels.
- Conducted industry trend research and content performance analysis to develop more effective marketing strategies.

Lightbox Indonesia – Internship

April 2025 – Juli 2025

Responsible for capturing high-quality product photos using studio lighting (lightbox) techniques with a focus on aesthetics, sharpness, and visual consistency.

- Captured high-quality product photos using studio lighting techniques with focus on aesthetic, sharpness, and visual consistency.
- Produced ready-to-use product visuals for catalogs and online marketplaces.
- Created short video advertisements for various digital platforms.
- Edited visuals to meet client brand standards and project deadlines.

Babah A Hui Restaurant – Full-Time

14 Juli 2025 – Oct 2025

Creative & Visual Designer

- Designed digital TV menus and printed menu books that are both aesthetic and informative.
- Created brochures, flyers, banners, and outdoor signage consistent with the restaurant's brand identity.
- Designed interactive and thematic Instagram content (feed, stories, highlights).
- Produced retro, casual, and sporty-style promotional videos matching the restaurant's concept.
- Directed product photo and video shoots, editing visuals with a cinematic touch.
- Wrote engaging captions, storytelling posts, and social media copywriting.
- Planned monthly content calendars based on trends, momentum, and promotional goals.
- Designed minimalist yet impactful promotional posters.
- Managed internal visual materials such as SOP books, ID cards, and presentation templates.
- Optimized visual assets for social media, marketplace, and Google Maps visibility.

ORGANIZATIONAL EXPERIENCE

Student Voice – Bandung Technology University

May 2024 - des 2024

Head of Communication and Information Division (Creative Media)

Filmmaker and Photography Unit – Bandung Technology University

May 2024 - Des 2024

Creative Media & HR Development Staff

Daily Management Board Internship - Informatics Engineering Student Association (HIMATIF)

Jul 2024 - Des 2025

Public Relations (HUMAS)

EDUCATION

Bandung Technology University <i>Bachelor of Informatics Engineering</i>	<i>Sep 2023 – Present</i>
SMAN 1 Cipeundeuy, Bandung <i>Science Major (MIPA) Final Grade: 82.5</i>	<i>2019 – 2022</i>

CERTIFICATIONS

3rd Place, National Short Movie Competition UFP 2024 - Editor	Dec 2023
Most Active 12th Grade Student Bimbel CoLearn – 2023	Aug 2023

LEADERSHIP ACTIVITIES

Art Performance Pagelaran, Bandung Creative hub	
Head of Documentation	October 2024
<ul style="list-style-type: none">Led photo and video documentation teams for event coverage and social media distribution.Managed documentation strategy to ensure visuals were suitable for publication and archiving.Coordinated with the media and event committees to ensure smooth documentation processes.	
Film Project “Berbeda Tapi Satu Kesatuan” (Different But United)	
Director	May 2024
<ul style="list-style-type: none">Directed a film on diversity from concept to post-production.Developed a storyline emphasizing unity beyond differences in race, religion, and background.Led the production team through pre-production, shooting, and editing phases.Collaborated with actors, crew, and editors to deliver the film’s message effectively.	

LANGUAGES AND SKILLS

<ul style="list-style-type: none">Bahasa Indonesia (Native), English (Pasif).Tools: Adobe Photoshop, Canva, Adobe Illustrator, Corel Draw, Premiere Pro, FigmaSoft Skills: Creative Thinking, Attention to Detail, Team CollaborationOther: Basic Accounting, Market Analysis, Financial Literacy
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