

Evan Octavaldy

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SUMMARY

A passionate Digital Marketing and Graphic Design Staff who focus on creating content. Capable of making digital marketing strategies using social media and increased social media engagement. Proficient in graphic design, video making, and creative writing. Excel at analyzing market trends to be applied in promotional strategies. Also have an interest in UI/UX Design.

WORK EXPERIENCE

Aurila Hotel – Palangka Raya, Indonesia

Digital Marketing and Graphic Design Staff (April 2023 - now)

- Managing endorsements and ads for the company. Result: increased Instagram engagement from 1500 to 19000 (more than 1000%).
- Strategize marketing plan to increase sales revenue. Result: in 8 months sales revenue increased up to 90%.
- Designing more than 10 Instagram social media posts every week using Adobe Photoshop. Result: designed more than 100 visual contents.
- Designing visual assets for the company. Result: designed more than 50 visual assets such as merchandise, announcement sign, etc.
- Creating video for Instagram reels. Result: created more than 50 videos and gained up to 53000 viewers.

Graphic Design Intern (February 2021 - June 2021)

- Designing a new logo and its visual identity to improve the company image.
- Designing social media posts to make each post identical and fit the company visual identity within 2 months.
- Designing company merchandise to fit the company visual identity.

PT Green Wind Culture – Jakarta, Indonesia (online, WFH)

Freelance Typesetter (January 2025 - now)

- Format and typeset webtoon dialogues and captions while ensuring visual harmony and readability.
- Collaborate with translators to maintain accuracy and cultural relevance in localized content.
- Adapt fonts, styles, and layouts to match the company requirements.
- Meet strict deadlines for timely publication while maintaining high-quality standards.

EDUCATION

Universitas Surabaya (2018 - 2022)

Bachelor of Computer (S.Kom.), Major in Multimedia - GPA 3.8/4.0

- Third place Winner of Poster Design Competition by Creationline UBAYA
- Finished bachelor degree with thesis title: "Designing a Tabletop Game About the Story of Noah Building Ark in the Bible" and graduated with Cum Laude

MySkill Intensive Bootcamp (2022)

UI/UX Design - Certificate of Completion: bit.ly/MySkillEvanOct

Final Project: Redesigning Binar Academy learning site using design thinking approach and achieved the target.

ORGANIZATION EXPERIENCE

Chemical Engineering Games 2020 - Engineering Faculty, Universitas Surabaya

Design and Documentation Staff (November 2019 - April 2020)

Masa Orientasi Bersama 2020 - Engineering Faculty, Universitas Surabaya

Design and Documentation Staff (April 2020 - August 2020)

Pelepasan Wisudawan Teknik Informatika Ubaya - Engineering Faculty, Universitas Surabaya

Design and Documentation Staff (February 2021 - March 2021)

Online Marketing Training - Selotapak, Trawas

Trainer Staff (September 2021 - October 2021)

SKILLS

- Video editing tools: Adobe Premiere, Adobe After Effect, Capcut
- Design tools: Adobe Photoshop, Adobe Illustrator, Figma
- Programming skill: C#, SQL, Kotlin
- Language: English (TOEFL score: 530), Indonesia
- Computing skill: Microsoft Office
- Soft skill: creative thinking, collaboration skills, professional networking, teamwork, project management, meeting deadlines.