

# YOHANES IVONI AVE

085217008672 | rockleone887@gmail.com | <https://www.linkedin.com/in/yohanes-ivoni-ave-181506161/> | <https://github.com/ivoniave/ave.portfolio>

South Bekasi, West Java, Indonesia

22-year-old Bakrie University student with a GPA of 3.84, passionate about storytelling across various media. Experienced in directing and copywriting for short films, documentaries, social media campaigns, and advertisements. My primary passion lies in content creation as a director and copywriter. Known for enthusiasm, open-mindedness, and teamwork, I bring humor and strategic thinking to every project, ensuring strong copy, visual impact, and memorable execution.

## Work Experiences

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**Steakuy - JXM6+VP8, Ciangsana, Gunung Putri,**  
**Bogor Regency, West Java**

Oct 2023 - Dec 2023

*Copywriter x Creative internship*

Revamped Steakuy's operational strategy at Kota Wisata Regency highway location, optimizing seating and service flow to increase customer turnover by 30% and enhance dining experience

- Successfully brings Steakuy advertising (Tennant with Standing Banner) at one of the owner's wedding event with around of 100-200 audiences
- Making Print Ad; X-Banner, Billboard, Standing Banner, Flyer, Stickers (packaging)
- Producing Video & Radio Advertising

## Education Level

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**Bakrie University - Kawasan Rasuna Epicentrum, Jl. H. R. Rasuna**  
**Said No.2 kav c-22, RT.2/RW.5, Karet, Kecamatan Setiabudi,**  
**Kuningan, Daerah Khusus Ibukota Jakarta 12940**

Jul 2021 - Jul 2025 (Expected)

*Undergraduate in Communication Science majoring in Marketing Communication, 3.84/4.00*

## Event Experience

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**Komunal Diagnostik VOL.3 - Treehaus Bar, South Jakarta**

Mar 2024 - Jun 2024

*Copywriter x Creative Design of Merchandise*

An annual music event (gigs) organized by Komunal (University Bakrie's cohort), where proceeds are partially donated to an orphanage foundation in Tebet, South Jakarta.

- Creating copy and designing merchandise of Komunal Diagnostik VOL.3 such as; T-shirt, totebag, and lighters.

**ReFashion & Pembersihan Pesisir Pantai Dermaga 88 Feri Pulo Tanjung Pasir with**  
**T.E.X.T Ocean Care - Dermaga 88 Feri Pulo Tanjung Pasir**

Nov 2023 -  
Jan 2024

*Event Planner, Account Executive*

ReFashion is a social marketing event focused on recycling clothing in response to the fast fashion industry, where people can exchange their used clothes at designated booths.

- Planning an event for recycling used clothes by changing their (no longer used) clothes (dozens participants).
- Planning "Pembersihan Pesisir Pantai Dermaga 88 Feri Pulo Tanjung Pasir" also communicating with locals.

**BORUNHAE by Bakbak Entertainment - Plaza Timur, Gelora Bung Karno**

Dec 2022 - Jan 2023

*volunteer*

Organized by Bakbak Entertainment, BORUNHAE is a vibrant color run event held on January 15, 2023.

- Ensured smooth team coordination on-site and adherence to the event rundown, accommodating thousands of attendees.

**Sehat Bersama Eka Hospital & Warga Sakura Regency 1 RW 17 - Sakura Regency Hall**

Sep 2023 - Nov 2023

*Copywriter, Creative Design (Videography)*

Held on Sakura Regency Hall with many activities such as; morning exercise, seminar health talks, QnA session, Free Medical Checkup (Main event).

- Responsible for the creative production of the event and delivering outputs for documentation purposes for the PKK women's group, this event achieve 100 and more participants.

**Commfiarte x C-Project 2022 - Online (Bakrie University)**

Feb 2022 - Mar 2022

*Event Management (Volunteer)*

Commfiarte x C-Project is the first Online Festival Art Exhibition organized by HMILKOM UBakrie, featuring a series of events with several guest speakers and others.

- Orchestrated the first Commfiarte x C-Project Online Festival Art Exhibition, driving engagement through Instagram live streaming using OBS Studio for four consecutive days, achieving an average of 20-30 viewers per session.
- Optimized live streaming performance for the Commfiarte x C-Project main event by collaborating with vendors, enhancing viewer experience and engagement metrics for the festival's diverse range of activities and guest speakers.

## Achievements, Other Experience & Skills

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- **"Jakarta Tetap Jakarta" Projects: Public Service Announcement Video Making (Bakrie University x ATVI) (2024):** Director
- **LSP Digital Marketing (International Certificate) by Digimind.id (2024):** I completed a three-day training that included practical business creation and its application to digital marketing strategies. Additionally, I created a WordPress-based website integrated with e-commerce.
- **"Rintis Campaign" Social Media Projects (2024):** Copywriter
- **"Kehidupan Dibalik Teriakan dan Keringat 'Pak Ogah' Documentary Projects (2023) :** Director, Journalist
- **"Istirahat" Projects: Short Movie on Youtube (Horror Comedy) (2023):** Director
- **Winner of Print Ad & Digital Production Class (2023):** Copywriter, Creative Design
- **Copywriting Winner Book Giveaway "Glow Up, Sukses Karier untuk Gen Z" by @aprilianaprastari (2022):** Copywriter
- **Soft Skills:** Ambitious, honest, enthusiast, open minded, team player, communicative, adaptive
- **Language:** Bahasa Indonesia (Native), English (Proficient)
- **Trend & Social Media Analyst Tool:** Google Trends, TikTok Insights, Dimia.id
- **Adobe :** Adobe Photoshop, Adobe Illustrator, Adobe Premiere Pro, Adobe Audition, Adobe After Effect, Adobe Firefly
- **Microsoft Office:** Microsoft Word, Microsoft Excel
- **Live Streaming Tools:** OBS Studio
- **3D computer graphics software tool:** Blender
- **Other Editing Tools:** Canva, Capcut, Clipchamp