



## Muhammad Naufal Athallah

Undergraduate Information System and Technology Student at Jakarta State University

Bintaro, South Tangerang City

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## SUMMARY

I am a first-year student in the Information Systems and Technology program at Jakarta State University. I am a quick learner who enjoys challenges and thrives on collaboration with others. I have a deaf disability, specifically a hearing impairment (**deaf disability**), but I can hear with the help of hearing aids, and I can speak well. My experience in graphic design, editing, photography, videography, and scriptwriting has equipped me with a diverse skill set. I also have an interest in self-development, communication, photography or videography, and graphic design.

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## EDUCATION

- **Universitas Negeri Jakarta**  
*Undergraduate, Information Systems and Technology (2024 - present)*
- **SMK Negeri 2 Kota Tangerang Selatan**  
*Visual Communicational Design (2021 - 2024)*

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## EXPERIENCE

- **Lab Media Komunikasi**, Budiluhur University  
*Social Media Specialist Internship (August 2023 - February 2024)*
  - Developed social media strategy by conducting in-depth research on the optimal form of content uploads on each platform and identifying target audiences.
  - Creating content planning, creating content in the form of captions and content thumbnails, and distributing them on each social media platform.
  - Taking videos and pictures in the campus environment.
  - Edit the videos and photos that have been taken, then adjust them to the planned concept.
- **Ruang Karya Festival**, TangCity Mall  
*Media and Documentation (March 2023 - May 2023)*
  - Created designs for posters, Instagram feeds, Instagram stories, and banners for the Ruang Karya Festival event.
  - Take pictures and videos of the Ratoh Jaroe performance while the event is in progress.
  - Taking photos and videos of the audience enjoying the performance.
  - Editing the video to be posted on Instagram Ruang Karya.

- **Fextor Labs, SMK Negeri 2 Kota Tangerang Selatan**  
*Yearbook Leader (December 2023 - February 2024)*
  - Created and managed the photoshoot schedule for individual, class, and group photos.
  - Secured venues for photoshoots and coordinated logistics with vendors, teachers, and students.
  - Led the design, layout, and concept of the school yearbook.
- **OH FASILKOM UI 2023, Fakultas Ilmu Komputer, Universitas Indonesia**  
*Student Ambassador (Agustus 2023 - November 2023)*
  - Promote the university's values, programs, and initiatives to prospective students and communities.
  - Guide campus tours and assist during open days and orientations.
  - Share content on social media to highlight student life and campus opportunities.
  - Assist prospective and new students by answering questions and sharing experiences.
- **Callme Clothing Vendor, Pondok Aren**  
*Social Media Specialist Internship (January 2025 - present)*
  - Create and edit video content for various social media platforms.
  - Design T-shirt prints with visually appealing concepts tailored to client needs.
  - Develop aesthetic and strategic social media feed designs to boost engagement.
  - Plan and structure content strategies aligned with current market trends.
- **EduFest SMK Negeri 2 Kota Tangerang Selatan, Campus Expo 2025, Pondok Aren**  
*Chief Executive of Campus Expo 2025*
  - Event Planning Management. Designed the concept, theme, and activity timeline to ensure the smooth execution of the campus expo.
  - Invited inspiring alumni and universities to provide valuable information to participants.
  - Developed effective promotional strategies through social media, posters, and announcements to increase participation.
  - Organized the committee team, supervised technical preparations, and managed event needs such as booths and equipment.
  - Educational Guidance Provision. Assisted high school seniors in understanding university admission processes and provided guidance on choosing the right major.

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## ORGANIZATION EXPERIENCE

- **Digital Marketing, SMKN 2 South Tangerang City**  
*Photography, Videography, and Editing (Video & Design) (July 2022 - July 2023)*
  - Capture high-resolution photographic images for various purposes, including portraits, events and commercial projects at school, utilizing advanced camera equipment and techniques.
  - Create interesting content and then upload it on the school's social media accounts.
  - Take videos when there are official school activities, such as student council events, mini concerts, workshops, webinars, and projects.
  - Create a school-specific ID CARD design

- **Ikatan Pelajar Muhammadiyah, SMP Muhammadiyah 35 Jakarta**  
*Members of Pengkajian Ilmu Pengetahuan (December 2020 - December 2021)*
    - Creating design for the activities of the IPM organisation.
    - Take photos and videos during activities, such as meetings, work programmes, recitation events, and social events.
    - Being the facilitator of the MPLS group, to introduce the school environment and the rules in the school, accompanying all new students to be able to follow the activities of the school environment introduction period well.
    - Creating work programmes in the field of education, such as museum visits, orphanage visits.
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## **ACHIEVEMENTS**

### **Olimpiade Sains Nusantara, Indonesia, 2022**

*Gold Medal Physics at National Level, 2022*

### **Bima Competition, Indonesia, 2022**

*Bronze Medal Mathematic at National Level, 2022*

### **Cyber Ekspresi, Cyber University South Jakarta**

*1st Place In The Vlog Competition, 2023*

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## **SKILLS**

**Tools :** Visual Studio Code, Adobe Illustrator, Adobe Photoshop, Adobe Premiere Pro, Adobe After Effects, Canva, Microsoft, Google Service (Slide, Docs, Form, and Spreadsheet), Capcut, Figma.

**Soft skills :** Public Speaking, Leadership, Teamwork, Flexibility, Time Management, and Adaptability.

**Hard skills :** Visual Design, Video Editing, Broadcasting, Photography or Videography

**Language:** Indonesian (Native), English (Intermediate)