# Curriculum Vitae



# Full Name : AYU RIZKY HAJIATI OKTaVIANA SEWOYO S,SN

Nick Name : Kiky Sewoyo

Place of Birth : Jakarta

Date of Birth : October 8 , 1983

Gender : Female

Religion : Moslem

Marital Status : Single

Nationality : Indonesian

Contact Address : Jl.Albezia IV No. D1, Jakarta Timur, 13220, DKI Jakarta

Mobile Phone Number : +62 8176906358/ 0888-0101-8110

Email : sewoyokiky@gmail.com

University : Major Visual Communication Design, Faculty of Fine Art & Design, Trisakti University

Year of Graduation : April 2006 (144 credits)

GPA : 2,90

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| **University/****School** | **Faculty** | **Discipline** | **Dates From to** |
| TK Trisula Jakarta |  | 1988-1989 |  |
| SD Muhammadiyah 24 Jakarta |  | 1989-1995 |  |
| SMP Muhammadiyah 31 Jakarta |  | 1995-1998 |  |
| SMU Negeri 31 Jakarta |  |  | 1998-2001 |
| Trisakti University, Jakarta | Faculty of Fine Art & Design | Visual Communication Design | 2001-2006 |

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| **Name** | Place | Year |
| Oxford English Course | Rawamangun, Jakarta | 1990-1996 |
| Workshop Film Popcorner Dunia Kami  | Summitmas, Jakarta | 2000 |
| Latihan Kemimpinan Manajemen Mahasiswa (LKMM) Trisakti University | Sukabumi | 2001 |
| Workshop Get closer to Motion Picture  | Trisakti university, Jakarta | 2002 |
| Workshop Speak Up & be Famous IP entertainment | Niaga Building Sudirman, Jakarta | 2002 |
| Workshop Documentary Film “PEMILU” SET production | Goethe Institute, Jakarta | 2004 |
| IDN My Favourite Conference | Expo Hall, Singapore | 2004 |
| IDN Design Edge | Suntec, Singapore | 2005 |
| Hellomotion School of Cinema & Animation major Motion Graphic | Tebet, Jakarta | 2004 |
| Hellomotion School of Cinema & Animation major Digital Movie Making | Tebet, Jakarta | 2005 |
| Broadcast Exhibition, Avid short course | Kempinski Hotel, Jakarta | 2004 |

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| **Languages** |
| Indonesian: Speaking, Writing, Reading  |
| English : Speaking, Writing, Reading |

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| Software | Microsoft Office (Word,Invio,Excel,PowerPoint,Access,Outlook ), Adobe (Illustrator,Photoshop,Premiere,AfterEffects),FinalCut Pro, Avid Xpress Pro  |
| Hardware | PC & Macintosh |
| Programming | Joomla,CMS,PHP,SQL |

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| Social Skill | Easy going, creative person |
| Arts | Writing, Photography, Drawing |
| Sports | Basketball, Taekwondo, Water Sports (Diving, Snorkling, Body Board), Body Gym. |
| Interests | Listening to good music, reading fiction, personal skill, history and literature, into fashion, cook, movies, minimalist architectures,urban artworks & travelling |

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| **Organization** | **Dates From to** | **Position** |
| Ikatan Remaja SMP Muhammadiyah 31 Jakarta (IRM) | 1995-1996 | Secretary |
| Ikatan Remaja SMP Muhammadiyah 31 Jakarta (IRM) | 1996-1997 | President |
| Student Government (OSIS) SMU Negeri 31 | 1999-2000 | Finance |
| Student Parlement FSRD Trisakti University | 2001-2002 | Secretary |
| BEM FSRD Trisakti University | 2002-2003 | Secretary |

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| **Committee** | **Year** |
| Jury of Purwakarta Youth Flm Festival, West Java | 2003 |

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| **Marketing communication & Owner of Syubidupappap Concept Store, Jakarta** SYBDPP is a casual & street wear for the youngsters. Well known as “Distro”. Beside as an Owner, my responsibillities as marketing communication. Marketing & promo strategic plan. | 2003-2009 |
|  **Art Director for TV Commercial, Feature Film, Music Video such as :** Ungu (tempat terindah), Helena (bukan dia), The groove (katakan dengan cinta),Pandawa Band, Short Movie “Seragam (Uniform)”, TVC LA Lights Streetball, TVC Attack, TVC Djarum Lebaran,Trophy Buffalo, Dunia Mereka etcMajor responsibilities :* Responsible with Artistic , Built a Set, Costume Design and aesthetic elements in the production.

Skill Acquired :* Project management. Including Planning & Organizing.
* Design, Draw skill
* Communication skill
 | March 2005 – November 2006 |
| **Ass. Director for Short Movie, Feature Film, Music Video, Video Profile/ID such as :**Ujang Pantry serial, Pocong 3, Otomatis Romantis, Test Pack, TVC Tekita, Letto (sampai nanti,sampai mati), Classmild I like Monday (the Groove),Short Movie “taim Krisis” , “tv rusak” , “buruan sikat gue”, Ada band (setengah hati),Ada band (kau auraku),The Nova (sunset), Onstage (bidadari), Menuju Kesatuan Nusantara – GPS, NSP Telkomsel Ungu, The Police Academy Stuntman Show etcMajor responsibilities :* Responsible with production management from planning, producing until delivering.
* Delivering order to crew.
* Create a project with good communication, clear and believable.
* Cast & Search Talent for the production.

Skill Acquired :* Project management. Including Planning & Organizing.
* Project budget estimation.
* Time management.
* Communication.
* Production knowledge ( Artistic, Cinematography, Acting, Editing)
 | 2000 – 2012 |
| **Freelance Cameraman for Feature Film, TV Commercial, Music Video, Video Profile such as :**Pocong 2, Mengejar Mas – Mas, Ujang Pantry, Maaf Saya Menghamili Istri Anda, XL:antara aku kau & mak erot, Anak Setan, Kalau Cinta Jangan Cengeng, Barbi3, Telkom, Lumiere band (gadis lucu), Gita gutawa (sempurna), T2 (tua-tua keladi), Angkasa band, Acha septiarasa, Navaz band, Saskia (36 jam),TVC Alam sutra serpong, VT Glenn Fredly concert, Bobo Fair 2010-2011, ESQ video presentation etcMajor responsibilities :* Responsible with the picture result
* Operate the Camera
* Setting the Camera & Lighting for the Shoot
* Take a Shot

Skill Acquired :* Understanding how to operate the camera.
* Have a knowledge about composititon
* Lighting & Photography skill
 | 2006 – 2012 |
| **Freelance Video Editor (Online-Offline Editor)**Editor in Shortcut Post production, FAO Avian Flu video instructional 2009, FAO Avian Flu video instructional 2012**Major responsibilities :*** Cut to cut the footage
* Design the audio and sound
* Make an Animation
* Color Correction

**Skill Acquired :*** Computer and editing skill
* Audio and sound skill
* Animation skill
 | 2003 - 2012 |
| **Freelance Producer for Short Movie, Documentation, Video Profile/ID, Program such as :**V-Kool, Super Gatot kaca – Close up planet, BTS Liburan Seru!, Menuju Kesatuan Nusantara – GPS, TV program Be on top with the Rain etc**Major responsibilities :*** Responsible with production management from planning, producing until delivering.
* Make a Time table, Budgeting, Scheduling.
* Maintenance client, delivering order to crew.
* Manage & control production flow.

**Skill Acquired :*** Project management. Including Planning & Organizing.
* Project budget estimation.
* Time management.
* Communication
 | 2003 - 2012 |
| **Marketing at Aurora EPC (Web design & administrator, Social media admin & Marketing Promotion)****Major responsibilites :*** Responsible with Web Design and all the promotion design in the company.
* Marketing & promotion strategic.
* Design & Develop a new web for the company
* Maintain the website and social media.

**Skill Acquired :** * Graphic Design Skill & Web Developer skill such as PHP, SQL, Joomla, CMS.
* Communication Skill
 | January- June2013 |
| **Marketing Communication Specialist (Spv) at Melodia Group – Cipta Swara Anugrah ( Harman Pro audio Distribution)****Major Responsibillities :**1. Branding:
	1. Coordinates the branding program of products.
	2. Execute branding programs.
	3. Handle Company Social Media & Digital Marketing.
	4. Visual Merchandising.
	5. Brand & Business Development.
	6. Handling Sponsorship & Relation with Media (TV,Printing,Radio).
2. Event Management:
	1. Suggest a promo events based on brand focus or mixed brands.
	2. Execute in store events and product launching.
	3. Prepare and coordinate the execution of road shows.
3. Endorsee Relations:
	1. Maintain relationship with existing Melodia’s endorsee.
	2. Create promotion for product relating to endorsee using Melodia Group Social Media.
	3. Making contract & agreement for endorsement.
4. Video, Photo & Graphic Design
	1. Shoot & edit some video promotion
	2. Design material promotion
5. Project Budgeting

 Make some marketing & strategic plan and also budgeting for the company. | July 2013 - present |
| **Freelance Social Media Admin** 1. Make an editorial plan (article content,quiz etc) for social media
2. Manage & update social media activity
 | February 2014 – May 2014 |

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| **Year** | **Place** | **For** |
| 1998 | Jakarta | Test in high school |
| 2003 | Jakarta | Placement test at Hellomotion |

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| **From** | **Year** |
| Garin Nugroho - Festival Film Video Independent Indonesia (FFVII) Film Baik for “Taim Krisis” | 2000 |
| 10 Finalist Close Up Planet Movie competition “TV Rusak“ director, script & producer | 2003 |

I have some positive character in my personality,

* Good in team work
* Hard worker in any condition
* Fast learner
* Creative person and easy going
* Dare to make difference
* Multi Tasking

I declare the details stated to be true and complete.

Sincerely yours,

Ayu Rizky Hajiati Oktaviana Sewoyo S,Sn