# 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 etc  Major 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 etc  Major 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 etc  Major 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