HAEKAL RAMADHAN

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Central Jakarta, Indonesia

Video Editor with 3+ years of experience building a strong portfolio across corporate, marketing, and social media content. Experienced in editing short-form videos, marketing campaigns, commercial ads, and talking-head formats, enhanced by the capability to generate AI-powered visual assets and video elements. Demonstrates a solid grasp of visual storytelling, pacing, and content structure, consistently adapting editing styles to align with different brand identities, target audiences, and communication objectives.

WORK EXPERIENCES

F-Commerce Indonesia — **Jakarta, Indonesia**
Video Operation Specialist — Dec 2024 – Present

- Conceptualized and edited engaging TikTok content for 7+ prominent brands, including Philips, Cool-Vita, He!!o Paseo, Coocaa, Gogomall, ST. Tree, and Stora.
- Tailored the tone, style, and visual identity for each brand, ensuring consistent messaging within fast-paced, short-form videos.
- Optimized viewer retention by designing high-impact first-second hooks, utilizing dynamic transitions, and integrating trending effects.
- Selected for an international on-site project in F-Commerce Malaysia to lead the video editing and content execution for global brands like Johnson's Baby, Listerine, and Cooki.

PT Zando Anugerah Nusantara Digital — **Jakarta, Indonesia**
Video Editor — Apr 2024 – Nov 2024

- Handled video editing for 7 different TikTok brands, adapting content to each brand's unique tone, style, and target audience.
- Developed creative concepts and visual approaches to ensure each piece of content aligned with the brand's identity and communication goals.
- Structured visuals and audio to capture attention within the first second, improving the hook and overall engagement of short-form content.
- Utilized dynamic transitions, trending effects, and engaging visual elements to enhance the appeal and retention of TikTok videos.
- Maintained a consistent brand identity across short-form content while keeping each video concise, engaging, and effective in delivering its core message.

PT Arah Dunia Televisi (ADiTV) — **Sleman, Indonesia**
Content Creator Intern — Aug 2022 – Dec 2022

- Managed daily TikTok content for @lensa44dotcom, publishing up to 3 videos per day.
- Achieved 393.9K views on a single TikTok video through engaging short-form content.
- Increased engagement rate by 325% and followers by 128% within 3 months.
- Developed short-video templates and helped increase the Instagram account's reach by 1.3% within 5 months.
- Directed vendors on the requirements, process flow, and document completeness (including administrative, technical, and financial aspects) for service procurement tenders.
- Increased article impressions by 14.9% within one month through optimized news content.

PT Witbox Creative Media — **Padang, Indonesia**
Video Editor & Production Intern — Jan 2022 – Feb 2022

- Handled video production and editing for Mangulek Instagram content on @Minanglipp.
- Produced and edited Instagram content for Mangalai on Witbox, adapting visuals to the brand's content style.

- Supported the @ricosaptahadi content team in producing Instagram content through video production and drone videography.

Freelance Video Editor **Padang,Indonesia**
Video Editor Feb 2022 – Present

- Executed end-to-end post-production, color grading, and dynamic motion graphics for digital ads and social media campaigns across major consumer brands, including SoKlin, SoKlin Royal, Mister Brewok, Byfrags, and MaxiWing.
- Edited long-form promotional and documentary-style videos for The Department of Culture & Tourism Batam, weaving together aerial footage, narrative pacing, and immersive sound design to highlight local culture and destinations.
- Edited short-form corporate communication videos for PT Bank Tabungan Negara, Tbk (Persero) published on Instagram (@homeofbtners) & LinkedIn, and created custom motion graphic intros aligned with corporate guidelines.
- Edited engaging long-form and short-form/Reels videos for YouTube & Instagram @farhnn (content creator) while designing trend-driven, click-worthy thumbnails that maintained consistent visual branding across the channel.

ACADEMIC QUALIFICATION

Padang State University **Padang, Indonesia**
Bachelor Degree in Educational Technology | GPA: 3.58/4.00 Aug 2019 – Dec 2023
Publications College Theists: Students' Perceptions on TikTok's Educational Content in Increasing Learning Motivation

ORGANISATION EXPERIENCE

Head of Cinematography Educational Techonology **Padang, Indonesia**
Laboratory Assistant & Coordinator of Research and Development Division Jul 2021 – Dec 2021

- Directed visual composition, camera setups, and lighting execution for short films produced for external film competitions, translating scripts into compelling visual storytelling.
- Lead the cinematography and camera crew during production for official department profile videos and campus promotional projects, ensuring cohesive visual aesthetics and broadcast-ready footage.
- Managed end-to-end production workflows, including pre-production shot lists, equipment planning, on-set technical supervision, and seamless handoff of raw footage to the post-production team.

TRAINING & CERTIFICATION

Video Editor Mar 2024-2027
Competency certification as Video Editor by the National Professional Certification Agency (BNSP) with Credential ID 59111 2654 4 0082667 2024

SKILLS &ACHIEVEMENTS

Skills : Adobe Creative Suite (Premier Pro, After Effect, Illustrator), Capcut, Canva, Video Editing, Motion Graphics, Videography, Photography, AI Generate Video, Audio Editing, Microsoft Office, Marketing Communication

Achievements : 4th runner up Fetepers 2021 Festival Pengembangan Teknologi Pendidikan ULM Tingkat Nasioal as. Assisten Director (2021)
1st Lomba Film Pendek Pendidikan KPMI Tingkat Nasional as Assistant Director (2022)