



ALFRIDHO

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Bandung, Jawa Barat

Creative and detail-oriented Application Software Engineering graduate from Telkom University with expertise in web development, multimedia design, and digital marketing. Recognized for top placements in national competitions and internships with Huawei ICT Academy and NGO National.

Work Experiences

NGO Bakti Milenial - Indonesia <i>Social Media Officer Internship</i>	Jun 2024 - Jun 2025
- Boosted average engagement rate by 50% by introducing interactive content pillars, including educational carousels, Q&A sessions, and volunteer testimonials. - Managed digital recruitment campaigns that resulted in a 70% increase in new volunteer applications for national community service programs. - Conceptualized and produced creative short-form video content (Reels/TikTok) that reached over 123,000 views, significantly expanding brand reach to a younger demographic.	
Disdagkoperin Kota Cimahi - Jawa Barat <i>Staff Multimedia Internship</i>	Feb 2024 - Aug 2024
- Modernized social media visual standards through contemporary poster and flyer designs, leading to a significant increase in audience engagement. - Optimized editing and archiving workflows, accelerating the delivery of visual assets for press releases and performance reports by 80%. - Produced professional promotional materials for 20+ mentored SMEs to enhance their product competitiveness in the digital marketplace. - Served as the Multimedia Staff for Inacraft 2024 Jakarta, providing the primary visual content for the City Government's official reports.	
Bootcamp Baparekraf Digital Talent - Dicoding <i>Web Development</i>	Feb 2024 - Aug 2024
- Strengthening technical foundations and programming expertise through BDT 2024 Web Development intensive training to support effective system problem-solving. - Developing troubleshooting capabilities as a core competency in IT infrastructure maintenance and operational support. - Mastering application and web architecture to diagnose and resolve technical issues across various digital platforms with precision.	
Huawei ICT Academy Telkom - Telkom Univ Bandung <i>Admin</i>	Jun 2021 - Jun 2022
- Produced promotional flyer designs to enhance brand visibility and support marketing strategies for various Huawei ICT Academy training programs. - Managed end-to-end class coordination by synchronizing schedules between instructors and participants to ensure efficient and systematic program delivery. - Facilitated digital learning environments by organizing subject-specific virtual meeting links and serving as the primary liaison for distributing technical session information.	

Education

Universitas Telkom - Bandung, Indonesia <i>Diploma in Application Software Engineering, 3.09/4.00</i>	Oct 2021 - Jul 2025
- Accomplished a streak of excellence by winning 3+ National-level competitions (independent category), demonstrating strong analytical skills and competitive drive in a professional field. - Collaborated with faculty on community service projects, including the socialization and implementation of digital applications "Check Bun" and "Sibiku" to enhance community digital literacy. - Orchestrated the University-level New Student Orientation (PKKMB Telkom Univ)	

Organizational Experience

Bakti Milenial - Jakarta <i>Committe Volunteer National</i> Non-governmental organizations (NGOs)	Jun 2024 - Aug 2025
Successfully organized and executed high-impact community service projects in two major Indonesian regions: Labuan Bajo and Lombok, ensuring seamless operations through effective team leadership.	

- Orchestrated the comprehensive multimedia strategy and creative direction as Lead PIC of Documentation for national expeditions
- Spearheaded digital marketing and branding strategies that attracted over 70,000+ applicants, demonstrating exceptional skill in large-scale audience acquisition and community engagement.
- Successfully negotiated and secured official permits and collaborative agreements with local government authorities to ensure the legality and sustainability of the community programs.
- Designed and implemented diverse community empowerment programs that delivered measurable social impact in education, environment, and local economy sectors.

Scent Of Indonesia - Bandung

Oct 2025

Videographer

Event Organization

- Acted as a key videographer for Scent of Indonesia, the first and largest fragrance market in Indonesia, capturing high-quality cinematic footage of 40+ local fragrance brands
- Produced engaging event highlight reels and behind-the-scenes content that successfully translated the sensory experience of the fragrance market into a compelling visual narrative
- Collaborated with the creative team to document the "Scent of Indonesia" journey, ensuring consistent visual branding that resonated with the fragrance community and digital audience.

Skills, Awards & Competitions

- **Achievements** 🏆 (2023): 1st Winner in The Competition | Civil Fest “Video Kreatif” | Universitas Jambi
- **Achievements** 🏆 (2022): 2nd Winner in The Competition | Bersatu Bangun Bangsa Challenge “Reels Competition ” | Dana Indonesia
- **Achievements** 🏆 (2022): 3rd Winner in The Competition | Reels Anti Corruption Challenge “Reels Competition ” | Telkom University
- **Achievements** 🏆 (2021): 2nd Winner in The Competition | Budi Pekerti Festival “Reels Competition ” | Telkom University
- **Hard Skills** 🎓 (2025): SEO Content Writing Certification | PT Cerebrum Eduknesia Nusantara
- **Hard Skills** 🎓 (2024): Bootcamp Baparekraf Digital Talent 2024 | Dicoding
- **Projects** (2025): Committe Volunteer National | Pulau Messah Labuan Bajo