# CONTENT OPERATIONS & PRODUCTION LEADERSHIP

**Context**
Built scalable content production systems across institutional and commercial platforms.

**Objective**
Deliver consistent, high-quality multi-format content while enabling measurable performance reporting.

**Scope**
- Script development and editorial planning
- Video production (motion, vlog, explainer, news)
- Visual storytelling direction
- Multi-platform distribution
- Monthly analytics reporting

Objective
- Directed end-to-end production cycles
- Built structured content calendar systems
- Led distributed content teams

# Hellocation ID

## Chief Marketing Officer

- Led end-to-end publication and marketing strategy, aligning content growth with business objectives.
- Directed cross-divisional performance management and delivered executive-level reporting to support strategic decision-making.
- Coordinated closely with leadership and core administrators to drive operational clarity and sustainable growth.

# Video Content in Social Media

Motion, Vlog and News Video



**Kemenkumham for Satu Indonesia**
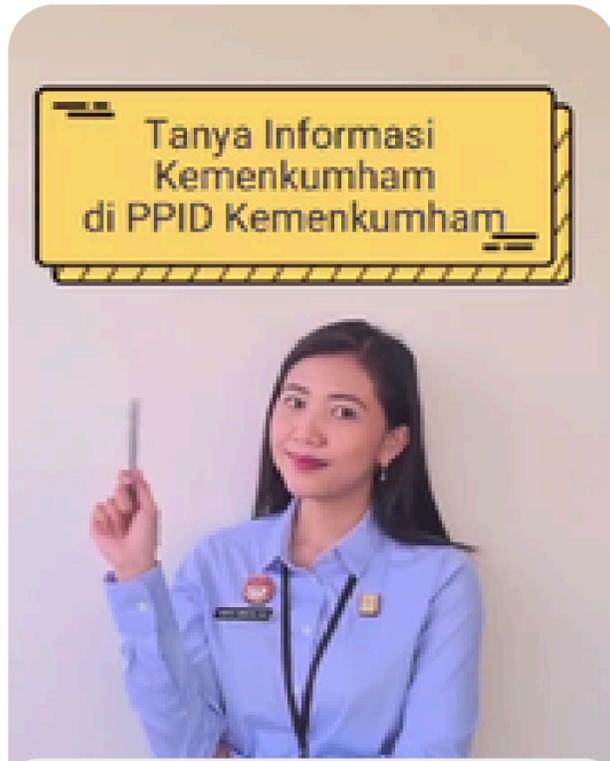Social Experiments Video

Role: Scriptwriter, Director



**Hari Kebangkitan Nasional**
News Video

Role: Scriptwriter, Director



**Covid-19 Vaccination for ASN**
Motion video

Role: Scriptwriter, Director, Editor

**Inform a new service in Kemenkumham**
Information Video

Led the production of informational video content to introduce and clarify newly launched services.

**Promotion Indonesian Local Snack Teleriz**
Promotion Video

Produced conversion-focused video content designed to attract and engage new customers.

**Tips for Loyal Consumers of HiColleagues**
Education

Designed loyalty-driven content initiatives to maintain engagement and reinforce brand affinity among existing customers.

# Video Talent in Social Media

Promotion, Information, and Education

# #BTNVLOG #BankBTN – Westlife di Borobudur

Appeared as on-screen talent delivering informational content related to Bank BTN programs and activities.

https://www.youtube.com/watch?v=iKzGJnQ-90Y&t=13s