

Muhammad Raihan Putra Wijaya

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About Me

I am a Creative Assistant @Talent Management & Content Production, Served as a key support in the creative process and content management for a public talent. Responsible for developing visual concepts, organizing content calendars, and coordinating daily production needs. Actively conducted social media trend research to create relevant and engaging content for the audience. Collaborated closely with the Brand Manager to ensure all materials aligned with the talent's personal identity and met client expectations. Accustomed to working in a fast-paced, flexible, and dynamic environment, with strong managerial and communication skills in supporting the talent behind the scenes.

Skills

1. Software : Microsoft 365, Google Workspace, Canva, Capcut, Premiere Pro
 2. Language : Indonesia (Native), English (Limited proficiency)
 3. Communication
 4. Creative
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Education

Bina Nusantara University, Alam Sutera Tangerang (2020-2024)
Graduated Student in Mass Communication Major - GPA 3.42
Broadcasting – Creative Media

SMA Islam Al Azhar Pusat 3 (2017-2020)
Social Major

Work Experience

PT. ALPIER SEJAHTERA ABADI

[Mei 2025 – Present]

Full Time Creative Assistant

- Develop and manage content planners for @Kiunazira and @CrispyCendy to ensure consistent and strategic posting schedules.
- Create engaging storylines tailored to the unique personas and audience preferences of @Kiunazira and @CrispyCendy.
- Edit and refine video and visual content for both talents, ensuring high-quality output aligned with brand identity.
- Support talents throughout the content production process, from brainstorming ideas to final execution on set

PT. LIMA BULAN BERJAYA (FIVEMOONS)

[September 2024 – December 2024]

EDITOR & CONTENT CREATOR INTERN

- Developed engaging and informative content to support marketing objectives for clients at Fivemoons.
- Created visually appealing graphics and videos to enhance content dissemination.
- Collaborated with cross-functional teams to ensure content alignment with company goals

PT. MEDIA GROUP NETWORK

[February 2023 – February 2024]

EDITOR & CONTENT CREATOR INTERN

- Created engaging TikTok and Instagram content for Medcom.id and MetroNewz, contributing to increased audience engagement.
- Edited and curated content for TikTok and Instagram platforms, ensuring brand consistency and quality.
- Collaborated with the Digital Hub team to brainstorm and execute creative content ideas for social media.