

Yugo Mugi Prakoso

Videographer & Editor | Digital Writer |
Social Media Marketer | Creative Worker

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📍 Bogor, West Java

SUMMARY

As a Bachelor of Communication from Universitas Pancasila with interest and experience in the creative industry, I have a wide range of skills in planning, content creation, writing, and social media marketing. I am ready to create and manage effective social media campaigns, with a focus on creating a positive impact on the audience and achieving the marketing goals that have been set. I am committed to learning and innovating in this growing field.

EXPERIENCE

Storyboard Writer

PT. Ruang Raya Indonesia (Ruangguru)

10/2019 - 11/2022

- Sketch images by hand or digital to map out key actions and scenes in the script. Establish the look, timing, camera angles and viewpoints in the video.
- Has been "The Most Outstanding Storyboard Writer" at Ruangguru, in 2020.
- Participated as an assistant director in Ruangguru's big project in collaboration with Aulion.
- Documenting all external activities organized by the Storyboard Writer Division at Ruangguru.

Communication Team (Internship)

Rekam Nusantara Foundation

01/2018 - 12/2018

- Writing press releases to develop some blog content, creating social media posts, and managing communication campaigns.
- Became "The Best Intern" in 2018 at Rekam Nusantara Foundation.
- Appointed to join some big meetings with Sector Commander Doni Monardo of the "Citarum Harum" campaign program.
- Being part of organizing the "AMAN (Asosiasi Masyarakat Adat Nasional)" meeting event in Cisarua, Bogor.

Videographer & Editor

Explore Photograph

11/2015 - 12/2017

- Using creative thinking for planning the video shooting at wedding events, receptions, pre-wedding, and similar occasions.
- Editing videos using Adobe Premiere Pro application to create cinematic videos.
- Have a "one day edit" skill so Explore Photograph provides the service.
- Has held several big clients as a videographer, such as Mavic (Yamaha Oil), Waskita Karya, Le Meridien Hotel Jakarta.

EDUCATION

Communication Science (Strategic Communication)

Universitas Pancasila - S1

2015 - 2019

- Head of Public Relations Division in Photo UP (2016-2017)
- Member of Public Relation Division in Senat KMUP (2017-2018)
- Coor. Documentation of Festival Fotografi Pancasila
- Documentation of Swaragembira "Pagelaran Sang Bahaduri"

CERTIFICATES

Digital Writing

Digital Skola

2023

- In this bootcamp, I learned many things related to writing in the digital world, I was trained to create content writing, copy writing, SEO writing, UX writing and technical writing.

Social Media Marketing

Digital Skola

2023

- In this bootcamp, I learned things related to social media marketing, such as research and strategy for social media, creating and managing social media campaigns, creating content for social media, analytics on social media accounts, and also learned about the process of creating and managing ads on Meta and TikTok.

SKILLS

Hard skills

- Videography
- Video Editing
- Digital Writing
- Social Media Marketing

Soft skills

- Communication
- Public Speaking
- Creative Thinking
- Teamwork

Software

- Adobe Premiere
- Adobe Photoshop
- Adobe After Effect
- Adobe Audition

LANGUAGES

Indonesian

Native

English

Intermediate