

Usamah Royhan Sholahuddin Al Ayubi

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A graduate with expertise in video production, editing, and content creation. Experienced in using Adobe Premiere Pro and CapCut to produce high-quality content, including for international branding and social media management projects for brands such as Biore and Merries. Adaptable in both independent and team settings, with a strong ability to convey visual messages through compelling storytelling and solid technical execution.

WORK EXPERIENCE

PT. Senmy Kosmetik Indonesia

Creative Strategist

Pantai Indah Kapuk 2 , Banten

January 2025 - Present

- Lead a team in producing TVC & produce 1380+ TikTok videos for a skincare brand, ensuring high creative standards and visual consistency.
- Drove follower growth of 200K+ with a primary audience of women aged 25+ through sharp content strategy and platform-specific execution across @cyecare.indonesia, @cyecare.store, and @CyecareOfficial
- Maintain system & oversaw the full editing process, conducted QC, and guided the creative team with clear direction and feedback—thriving in a fast-paced, high-output environment.

PT. Atmi Kreasi Digital Indonesia

Content Creator & Video Editor

Kota Tangerang, Banten

May 2024 - December 2024

- Successfully grew @merries.indonesia from 0 to 33K+ followers and @bioreindonesia from 70K+ to 101K+, demonstrating strong content strategy and audience engagement.
- Proses End-to-end production for content creating Brands. CuddleMe, Merries, Biore, MS Glow, Cyecare, etc.
- Develop * Design OBS Layout for Tiktok Live Shop Streaming.

PT. Mutiara Cahaya Timur

Creative Intern | Videografer | Video Editor

Banyuwangi, Jawa Timur

December 2022 - May 2023

- Operated as a cameraman and video editor, capturing compelling visuals and designing thumbnails to boost audience engagement through creative storytelling.
- Handled end-to-end execution of event livestreams—from setup to live airing—ensuring smooth technical delivery and audience experience.
- Collaborated with the production team to maintain broadcast quality while quickly resolving on-air challenges in high-pressure environments.

EDUCATION

SMKN 1 BONDOWOSO

Broadcasting & Film Production Avg. 90.82/100

Jul/2024

Final project: a documentary film titled "Potensi Desa" highlighting the cultural richness and local potential of a village in Indonesia. I served as the main producer and editor, responsible for research, filming, editing, and final delivery.

- Runner-Up, Regional Film Festival 2023 – KODIM 0822
Role: Director | Film: "Setengah Pensil Rara"
Recognized for strong storytelling and direction at a regional level.
- Official Selection, Sweonderlands International Film Festival 2023 – ISI Yogyakarta
Role: Director | Film: "Setengah Pensil Rara"
Represented at an international student film festival, showcasing creative vision and direction. Produced 2
- Documentary Films
Earned top marks in class for both, demonstrating strong execution in research, visual storytelling, and post-production.

ORGANIZATIONAL

Walatang Sinema

Journalist

SMKN 1 BONDOWOSO

2021 - 2024

- Documented every school event & Produced Short Movie as Video Editor
- Actively participated in organizing events and served as both photographer and videographer for school activities.

SKILL AND INTEREST

Technical : Video Editing (Adobe Premier Pro, Cap Cut), Design (Adobe Photoshop, Figma)

Language : Indonesia (Native), English (Intermediate).

Hard Skill : Video Production & Editing, Media & Entertainment, Marketing, Operasional Team Manage

CERTIFICATE



DAFTAR NILAI

Nama : USAMAH ROYHAN SHOLAHUDDIN AL AYUBI
Asal Sekolah : SMKN 01 BONDOWOSO
Paket Keahlian : PRODUKSI DAN SIARAN PROGRAM TELEVISI (PSPTV)

No	Komponen Yang Dinilai	Nilai	
		Angka	Huruf
1	Disiplin	92	A
2	Kerjasama	88	A
3	Inisiatif	90	A
4	Kerajinan	90	A
5	Sikap	90	A
6	Tanggung Jawab	90	A
7	Preslasi kompetensi Keahlian	90	A

Mengeluhi Aksesor Penilai

Kriteria Nilai :
- Kelengkapan minimal untuk aspek Pengetahuan dan Keterampilan, yaitu $70 (C)$, $70-85 (B)$, $81-100 (A)$

SOFYAN HARIZ

Portofolio

[Google Drive Portofolio](#)

[Web Portofolio](#)