



Ahmad Zulfikar Firdaus

Creative Content Specialist

✉ azfikar27@gmail.com

🌐 LinkedIn

🖱 d2tt.art

📍 Bogor, Indonesia

🇮🇩 Indonesia

SUMMARY

Content Strategist and Visual Specialist with 4+ years of experience in creative video, graphic design, and organic growth. Driven by high visual standards and practical web/IT literacy, I craft premium, high-retention digital assets that connect with audiences and drive measurable results.

EXPERIENCE

Gaming Reels Content Creator

04/2025 - Present

Dezet (Youtube & Tiktok) ↗

- Founded and managed "Dezet" as a gaming content channel focused on Mobile Legends: Bang Bang tutorials, gameplay analysis, and trend-driven entertainment.
- Successfully grew the YouTube channel from zero to over 7.400+ subscribers, accumulating 3.47 million total views by consistently delivering high-quality, educational gaming content.
- Scaled TikTok presence to 6.800+ followers and generated over 407.000 total likes through engaging, algorithm-optimized short-form videos.
- Executed end-to-end content production, specializing in versatile voice-over performances adapting vocal tone and delivery to match diverse video contexts alongside scripting, video editing, and high-CTR thumbnail design.
- Selected as an Official MGL (MLBB Great Creation League) Partner by Moonton, an exclusive partnership awarded to top-tier creators for producing high-quality and impactful community content.

Graphic Designer Intern

08/2025 - 03/2026

PT Borwita Indah (Orbiz) ↗

- Produced 64 high-quality feed designs and 13 Instagram Reels tailored to maintain a consistent online presence for various brand principals.
- Utilized Adobe Photoshop, Illustrator, and CapCut to develop compelling visual and short-form video assets aligned with strict brand guidelines.
- Translated marketing briefs into structured creative materials, ensuring timely delivery and execution of social media content calendars.
- Leveraged Figma for seamless cross-functional collaboration, streamlining the design review process and enhancing overall workflow efficiency.

Social Media Marketing Intern

02/2025 - 07/2025

PT Boogie Apparel Indonesia ↗

- Directly contributed to a 20% increase in sales during the internship period through the execution of a strategic, customer-centric content plan.
- Successfully converted audience trust into purchasing decisions, as validated by direct customer feedback (via questionnaire) that cited the Instagram content as the primary factor for placing an order.
- Managed the complete social media lifecycle, from developing monthly strategic content plans to analyzing performance data and delivering insight reports.
- Produced, shot, and edited a diverse range of video content, including dynamic short-form videos for Instagram/TikTok and in-depth long-form content for YouTube to engage different audience segments.
- Designed and distributed targeted content beyond social media, creating materials for WhatsApp broadcasts and email marketing campaigns while ensuring all visuals consistently reflected Boogie Apparel's "professional, smart, reliable" brand identity.

Freelance Content Creator

CV Takapedia ↗

- Engineered significant growth for the @takapedia_working TikTok account, driving an increase of ±30K followers and accumulating over 1 million likes.
- Conceptualized and produced a viral story-driven content piece that reached 1.6 million viewers within 3 days.

08/2024 - 09/2025

Content Creator

LPM Majalah Ketik ↗

- Expanded @majalahketik's follower base by 1,000.
- Generated over 2 million views across 10 FYP content pieces.
- Awarded 'Best Member' of the Marketing Department (July 2024).
- Contributed as a key member to the 'Best Division' award (August 2024).

11/2023 - 12/2025

Social Media Specialist Intern

IHATEC ↗

- Grew the IHATEC YouTube channel's audience by 800+ subscribers through strategic content efforts. - Produced testimonial videos to enhance social proof, successfully generating over 1,000 views per video.
- Directly contributed to business growth by generating 25 additional training registrants for the September 2022 intake.

09/2021 - 11/2021

EDUCATION

Multimedia Engineering Technology ↗

Politeknik Negeri Media Kreatif Jakarta - Bachelor's Degree

- Multimedia & Web Engineering:** Blended creative media production with a strong technical IT foundation, specializing in full-stack web applications and AI-driven workflows.
- Personal Brand & Portfolio Platform (d2tt.art):** Designed and developed an interactive, responsive personal brand website from scratch, featuring dynamic project showcases, performance dashboards, and custom UI micro-interactions.
- Final Capstone Project (mgym.my.id):** Engineered an operational management web platform for M Gym using Laravel Progressive Web App (PWA) and Agile Scrum. Built to replace vulnerable physical membership cards with secure digital validation, streamlining daily check-ins, member tracking, and gym operations.
- Tech Stack & Capabilities:** Practical expertise across Laravel, PHP, JavaScript, responsive UI/UX architecture, and modern AI integration that bridging technical development with high impact visual strategy.

08/2022 - Present

Software Engineering

SMKN 1 Cibinong - Vocational High School Diploma

07/2019 - 04/2022

CERTIFICATES

Intermediate Multimedia Designer

Badan Nasional Sertifikasi Profesi (BNSP)

07/2024 - 07/2027

SKILLS

Video Content Creating	Expert	Alight Motion	Expert
Graphic Design	Expert	Adaptability	Advanced
Voiceover	Expert	Adobe Photoshop	Advanced
Figma	Expert	Adobe Premiere Pro	Advanced
Capcut	Expert	Adobe Illustrator	Advanced

LANGUAGES

Bahasa Indonesia

Native

English

Basic