Martinus Andika Novanawa

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PROFILE

Videographer and Video Editor with hands-on experience producing short-form content for Instagram, TikTok and YT Shorts. Skilled in full-cycle video production from shooting and directing to editing and publishing with a strong instinct for storytelling, pacing, and platform-native formats. Experienced in managing footage, building editing workflows, and collaborating with teams to bring content concepts to life.

EDUCATION

Bina Nusantara University — Sep 2020 - Mar 2024

Bachelor of Computer Science | Minor Software Engineering

- GPA: 3.65/4.00

WORK EXPERIENCES

Videographer & Video Editor — Aug 2026 – Present

BIOTA Smarthome, Petlife, Lights

- Led full-cycle video production (end-to-end), handling content ideation, planning, directing, talent coaching, and final editing.
- Directed talent on set and guided voiceover (VO) sessions to deliver compelling, high-converting short-form content.
- Developed creative concepts and visual strategies to translate technical product features into engaging social narratives.
- Managed overall post-production workflows and optimized video hooks/pacing for maximum digital reach.

Photographer & Videographer — Feb 2026 – Present

@galerimartin

- Provide photography and videography services for events, portraits, lifestyle, and commercial projects
- Plan and execute shoots from concept development and production to post-production delivery
- Capture, edit, and deliver high-quality visual assets tailored to client and project requirements
- Collaborate with clients to develop creative concepts, shot lists, and storytelling approaches
- Manage project timelines, equipment preparation, and end-to-end production workflows

Content Creator & Content Strategist — Feb 2026 – Present

Personal Brand

- Create and publish short-form content across TikTok, Instagram Reels, and YouTube Shorts
- Develop content strategies, storytelling structures, and audience retention techniques for digital platforms
- Experiment with content formats across technology, gaming, lifestyle, and creative topics
- Design thumbnails and visual assets using Figma to strengthen content branding and presentation
- Analyze content performance metrics and audience engagement to optimize future content direction
- Explore livestreaming, gaming, and community-building initiatives as part of personal brand growth

Freelance Photo Booth Operator — Jul 2024 – Present

Personal Brand

- Operate and manage interactive photo booth experiences for weddings, corporate events, and private celebrations
- Perform equipment setup, calibration, troubleshooting, and on-site technical support
- Assist guests throughout events to ensure a smooth and engaging user experience
- Coordinate with event organizers and vendors to maintain seamless event operations
- Ensure timely delivery and quality control of event photo assets

Wedding Content Creator — Jun 2024 – Dec 2024

King James Wedding Organizer

- Captured behind-the-scenes moments and real-time wedding content for social media platforms
- Produced short-form video content optimized for Instagram Reels, TikTok, and YouTube Shorts
- Edited and delivered same-day and post-event content with fast turnaround times
- Collaborated with photographers, videographers, and event teams to document key moments
- Applied storytelling, pacing, and content creation techniques to increase audience engagement

Software Engineer – iOS Developer — Jun 2024 – Feb 2026

PT. Nusantara Beta Studio

- User-Centric Growth & Engagement: Collaborated closely with Product and Design teams to implement features that directly improved user onboarding and increased long-term engagement metrics.
- Market Trend Integration: Researched and applied emerging digital trends and UI/UX best practices to ensure the product remained competitive and aligned with evolving user expectations.

- Cross-Functional Strategy: Actively participated in Agile planning sessions to align technical delivery with broader business goals and Go-To-Market (GTM) efforts.
- Performance-Driven Iteration: Utilized iterative development cycles to refine product features based on user feedback and performance data, mirroring the data-driven approach used in content optimization.
- Technical Product Storytelling: Translated complex technical functionalities into user-focused solutions, a skill now utilized for effective copywriting and marketing communication.

Software Engineer – iOS Developer Mar 2023 - Dec 2023

Apple Developer Academy @Binus

- Stakeholder Pitching & Communication: Gained proficiency in articulating complex product features and presenting technical solutions to target users and stakeholders, a skill now applied to persuasive copywriting and brand storytelling.
- User-Centric Solution Design: Completed 7 challenge-based modules focused on identifying user pain points and developing practical, high-impact digital solutions.
- Full Lifecycle Product Launch: Managed the end-to-end deployment process of a digital application to the App Store, ensuring adherence to strict quality guidelines and market standards.
- Target Audience Research: Designed and optimized user-friendly interfaces by analyzing target user behavior and applying advanced design principles.

ORGANIZATIONAL EXPERIENCE

Chairman of Farewell Event Feb 2022 – May 2022

HIMTI BINUS University

- Project Management: Led the execution of a major internal association event, overseeing end-to-end coordination and decision-making.

Design & Documentation Specialist Mar 2021 – Jan 2022

HIMTI & Computerun

- Social Media Content: Designed Instagram feeds, stories, and trailers to promote large-scale events (HISHOT & Computerun).
- Video Production: Created event trailers, aftermovies, and teasers using Adobe After Effects and Premiere Pro to drive audience interest.
- Visual Branding: Developed event posters, e-flyers, and virtual backgrounds to ensure a cohesive visual identity across platforms.

Technical Support & Live Streaming Apr 2022 – Dec 2022

HISHOT 2022

- Live Broadcast Management: Setup and manage streaming needs for major events, ensuring high-quality technical execution for online audiences.

IMPACT & CONTRIBUTIONS

- Produced content across photography, videography, and social media platforms for both personal and client projects
- Experienced in fast-paced event environments requiring adaptability, communication, and attention to detail
- Built and managed personal creative projects from planning and production to editing and final delivery
- Combined technical problem-solving skills with creative storytelling to create impactful visual experiences

SKILLS & TOOLS

CONTENT CREATION & STORYTELLING
• Short-form Video Production
• Visual Storytelling
• Content Strategy & Audience Retention
• Script Writing & Content Planning
• Social Media Content Creation
• Copywriting (Hooks, Captions, CTAs)
• Community Engagement
• Basic Performance Analytics

PHOTOGRAPHY & VIDEOGRAPHY
• Event Photography
• Portrait Photography
• Event & Wedding Videography
• Camera Operation
• Shot Composition & Framing
• Lighting Fundamentals
• Audio Recording Fundamentals
• Pre-Production & Production Planning
• Post-Production Workflow

TOOLS
• Adobe Lightroom
• Adobe Premiere Pro / DaVinci Resolve
• CapCut
• Figma
• Notion
• Meta Business Suite
• TikTok Studio
• YouTube Studio
• OBS Studio

TECHNICAL
• Swift
• SwiftUI
• Git
• Jira
• REST API Fundamentals