

# 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

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                                                                                                                                                                                                                                                                                                                             | TOOLS                                                                                                                                                                                                                                                |
| <ul style="list-style-type: none"><li>Short-form Video Production</li><li>Visual Storytelling</li><li>Content Strategy &amp; Audience Retention</li><li>Script Writing &amp; Content Planning</li><li>Social Media Content Creation</li><li>Copywriting (Hooks, Captions, CTAs)</li><li>Community Engagement</li><li>Basic Performance Analytics</li></ul>  | <ul style="list-style-type: none"><li>Adobe Lightroom</li><li>Adobe Premiere Pro / DaVinci Resolve</li><li>CapCut</li><li>Figma</li><li>Notion</li><li>Meta Business Suite</li><li>TikTok Studio</li><li>YouTube Studio</li><li>OBS Studio</li></ul> |
| PHOTOGRAPHY & VIDEOGRAPHY                                                                                                                                                                                                                                                                                                                                   | TECHNICAL                                                                                                                                                                                                                                            |
| <ul style="list-style-type: none"><li>Event Photography</li><li>Portrait Photography</li><li>Event &amp; Wedding Videography</li><li>Camera Operation</li><li>Shot Composition &amp; Framing</li><li>Lighting Fundamentals</li><li>Audio Recording Fundamentals</li><li>Pre-Production &amp; Production Planning</li><li>Post-Production Workflow</li></ul> | <ul style="list-style-type: none"><li>Swift</li><li>SwiftUI</li><li>Git</li><li>Jira</li><li>REST API Fundamentals</li></ul>                                                                                                                         |