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TARGET ROLE

Creative Strategy | AV Production & Studio Operations Leadership | Executive Producer | Head of Production | Content Production Lead | Brand Communication | Social & Digital Commerce Content

Senior creative-production leader driving end-to-end content delivery from brief, planning, production, post-production, livestream, multi-format distribution, and quality governance — with strong experience in high-volume digital commerce, brand campaigns, content operations, stakeholder alignment, vendor management, budget control, and team leadership.

PROFESSIONAL SUMMARY

Creative Strategy & Audio Visual Studio Leader with 20+ years of experience across production, post-production, studio operations, livestreaming, campaign content, documentary, TVC, brand film, and digital commerce content. Proven track record leading high-volume in-house studio delivery for Tokopedia and ByteDance/TikTok Shop ecosystem, producing 100–150 assets per month across 4–8 campaigns per quarter while maintaining speed, quality, and brand consistency.

Experienced in leading and coordinating 60+ cumulative direct and cross-functional AV/studio personnel across Tokopedia/ByteDance and ACT Foundation, covering producers, directors, videographers, editors, motion graphic designers, audio engineers, colorists, livestream operators, and post-production specialists. Managed budgets from IDR 200M–5B and worked closely with Brand, Creative, Media, Channel, Procurement, General Affairs, BOD-level stakeholders, and external vendors.

Improved production efficiency by reducing revision rounds from approximately 5 to 2 through stronger brief validation, QC gates, structured review loops, and clearer delivery workflows. Delivered 75%+ of projects 1–2 days faster than agreed timeline while maintaining 100% on-time delivery versus committed deadlines.

Strong background in performance-aware creative production, using watch time, retention, CTR, views, engagement, hook quality, pacing, testimonial strength, and CTA clarity to improve content effectiveness. Built and supervised livestream operations across YouTube, Zoom, and fundraising platforms, including 50+ webinar/seminar livestreams at Tokopedia with peak 97K views and 400–450 national-scale fundraising livestreams at ACT Foundation with peak 55K views using fully in-house resources.

Earlier career includes 10+ years as Senior Digital Film Editor in post-production houses, delivering 600+ outputs for 120+ key clients across TVC, documentary, brand film, and commercial work. Known for combining premium craft standards, operational discipline, human-centered leadership, and business-oriented creative judgment.

KEY HIGHLIGHTS

- Delivered high-volume studio output: 100–150 assets/month across 4–8 campaigns/quarter for Tokopedia and ByteDance/TikTok Shop ecosystem.
- Led and coordinated 60+ cumulative direct and cross-functional AV/studio personnel across Tokopedia/ByteDance and ACT Foundation.

- Improved production reliability: 75%+ of projects delivered 1–2 days faster than agreed timeline while maintaining 100% on-time delivery.
- Reduced revision cycles from approximately 5 rounds to 2 through brief validation, QC gates, structured review loops, and clearer stakeholder alignment.
- Managed budgets from IDR 200M–5B with 95–100% utilization and 5–10% average cost reduction through negotiation, scope control, and vendor governance.
- Supervised 50+ YouTube and Zoom livestreams at Tokopedia, reaching peak 97K views with IDR 0 incremental production budget through full in-house execution.
- Delivered 400–450 national-scale YouTube fundraising livestreams at ACT Foundation, reaching peak 55K views with IDR 0 incremental production budget.
- Led Syria refugee response documentary work in Turkey from idea to final delivery and reporting cadence, contributing to 300% donation increase for the initiative.
- Delivered 10+ long-form and 20+ short-form projects/month at ACT Foundation, supporting approximately 20–25% uplift in donation income through campaign video assets.
- Improved campaign performance example: 8.8 campaign views increased from 20K to 141K by shifting to a brand-fit influencer and testimonial-led narrative.
- Delivered 600+ post-production outputs for 120+ key clients across post houses, supporting 85–100% repeat/retention through consistent finishing quality and deadline discipline.
- Trained 3 cohorts / 40+ learners at Cakap and taught 16 classes / 150+ participants at Binus Centre and Digital Studio.

CORE SKILLS

- **Creative Strategy & Content Leadership**
Campaign storytelling, brand communication, creative direction, content strategy, content pillars, social commerce formats, digital commerce content, brand film, documentary, TVC, UGC-style content, livestream content, short-form video, long-form storytelling.
- **Production & Studio Operations**
End-to-end production workflow, brief intake, pre-production, production planning, shoot execution, post-production supervision, studio scheduling, equipment and room usage playbooks, resource allocation, risk mitigation, delivery management, production governance.
- **Post-Production & Delivery Governance**
Editing supervision, finishing quality, motion graphic coordination, audio-post coordination, color review, multi-format versioning, 9:16 / 1:1 / 16:9 packaging, QC checklists, export specs, file management, archive systems, asset reuse.
- **Performance-Aware Creative Optimization**
Watch time, retention, CTR, VTR, views, engagement, hook diagnostics, pacing, CTA clarity, testimonial structure, content cutdown strategy, platform-ready optimization.
- **Leadership & Stakeholder Management**
Cross-functional team leadership, people development, coaching, vendor management, stakeholder alignment, BOD coordination, procurement coordination, creative review facilitation, workflow standardization.
- **Budget, Vendor & Process Management**
Budget planning, cost control, SOW clarity, vendor SLA, invoice/P2P accuracy, negotiation, production spend optimization, scope discipline, capacity planning.
- **Tools**
Final Cut Pro X, Motion, Compressor, Adobe Premiere Pro, After Effects, Photoshop, Illustrator, DaVinci Resolve, Frame.io, Jira, Google Workspace, NAS-based asset workflow.

EXPERIENCE

Tokopedia + ByteDance (TikTok Shop Ecosystem) — Jakarta

Head Studio – APAC, ByteDance | Jan 2024 – Jul 2025

Manager, Audio Visual Studio – APAC, Tokopedia | May 2021 – Dec 2023

- Led in-house studio delivery across livestream, short video, photography, motion graphics, editing, audio, color, and post-production for high-volume digital commerce and brand campaigns.
- Delivered 100–150 assets/month across 4–8 campaigns/quarter, supporting campaign, brand, channel, seller education, product marketing, and social commerce needs.
- Built and improved studio operating systems covering intake, scheduling, production planning, approvals, QC, versioning, delivery, and archive management.
- Reduced revision rounds from approximately 5 to 2 by strengthening brief validation, creative alignment, QC gates, stakeholder review discipline, and final delivery standards.
- Delivered 75%+ of projects 1–2 days faster than agreed timeline while maintaining 100% on-time delivery against committed timelines.
- Managed clean versioning across 10–15 variants per campaign, ensuring platform-ready deliverables for multiple placements, formats, channels, and media needs.
- Partnered with Brand, Creative, Channel, Social, Commerce, and Media Buyer teams to align production output with business priorities, campaign goals, platform behavior, and audience expectations.
- Used watch time, retention, CTR, views, engagement, hook strength, and content pacing signals to support creative iteration and campaign optimization.
- Contributed to approximately 12% uplift and 10% retention improvement across optimization cycles by improving creative packaging, format fit, pacing, and content clarity.
- Managed budgets from IDR 200M–5B with 95–100% utilization, while driving 5–10% average cost reduction through negotiation, vendor governance, and scope control.
- Coordinated with 15+ vendors across production, post-production, motion, livestream, talent, and creative support while maintaining quality, timeline, and cost discipline.
- Led and developed a 35-person cross-functional studio team covering producers, directors, videographers, offline/online editors, motion graphic designers, audio engineer, musician, livestream operators, and colorist.
- Contributed to a wider cumulative leadership scope of 60+ AV/studio personnel across Tokopedia/ByteDance and ACT Foundation, including direct reports, cross-functional partners, and production specialists.
- Coordinated with 5–10 internal teams including Brand, Creative, Media, Channel, Procurement, General Affairs, and BOD-level stakeholders.
- Supervised 50+ webinar/seminar livestreams on YouTube and Zoom, covering rundown planning, speaker/host readiness, technical checks, live execution support, and post-event packaging.
- Achieved peak 97K views on top-performing livestream sessions with IDR 0 incremental production budget by maximizing in-house equipment, crew, and operational readiness.
- Built studio usage playbooks and booking schedules to manage internal studio/equipment demand, avoid conflicts, and improve utilization across Jakarta office stakeholders.
- Managed 3–4 studio spaces and production equipment sufficient for documentary, commercial, livestream, and campaign content execution.
- Drove campaign improvement on 8.8 by shifting from general creative execution to a more brand-fit influencer and testimonial-led narrative, increasing views from 20K to 141K.

- Supported large-scale campaign productions such as Ramadan, Happy Hour, Double Date 6.6 and 12.12, Beli Lokal, Seller Summit APAC, and platform/business campaign needs.
- Led Seller Summit APAC animation delivery: two 3-minute full animation videos with VO and music, delivered within a 7-week brief-to-delivery window while coordinating Brand, Creative, Media Planner, Producer, and Studio stakeholders.
- Managed project tracking and approval hygiene using Jira and Frame.io as single source of truth for timelines, decks, review links, feedback, and approvals.

ACT Foundation (Aksi Cepat Tanggap) — Jakarta

Head of Audio Visual | Apr 2018 – Jun 2021

- Led end-to-end video strategy, production, post-production, livestream, and documentary storytelling for humanitarian campaigns, donation drives, public communication, and organizational storytelling.
- Delivered 10+ long-form and 20+ short-form projects/month with lean resources, tight timelines, and high emotional-stakes campaign needs.
- Owned national-scale YouTube fundraising livestream operations, delivering 400–450 livestream events for Palestine, Syria, Eid al-Adha/Qurban, major disasters, and large donation moments.
- Managed livestream run-of-show, crew roles, technical setup, production flow, on-air execution, contingency planning, and post-live highlight packaging.
- Achieved peak 55K views on livestream with IDR 0 incremental production budget by maximizing in-house equipment, internal crew, and post-production pipeline.
- Built repeatable livestream playbooks covering brief, rundown, technical checklist, risk/contingency plan, communication protocol, post-event recap, and highlight delivery.
- Led and developed a 30-person cross-functional AV team including producers, directors, videographers, editors, motion graphic designers, audio, livestream operators, and post-production specialists.
- Coordinated with 3–5 internal teams, BOD-level stakeholders, Procurement, General Affairs, campaign teams, and field/mission teams.
- Led flagship Syria refugee response documentary in Turkey from idea, field production, post-production, final delivery, and reporting cadence, contributing to 300% donation increase for the initiative.
- Contributed to approximately 20–25% uplift in donation income through campaign video assets that improved message clarity, emotional trust, urgency, and conversion intent.
- Built a podcast unit/business from scratch, including AV tools, set design, workflow, production setup, and operational standards.
- Strengthened organizational storytelling by combining documentary discipline, field reality, donor trust, and campaign communication needs.

Training & Teaching — Indonesia

Professional Trainer, Cakap

May 2022 – Jun 2023

- Delivered end-to-end AV workflow training covering pre-production, production, post-production, and distribution across 3 cohorts / 40+ learners.
- Developed practical modules, templates, assignments, and hands-on exercises to improve learner readiness for real production and content execution.
- Built training material around creative planning, visual communication, technical setup, editing workflow, and delivery standards.

Multimedia Instructor, Binus Centre Depok & Digital Studio Tebet

2005 – 2007

- Taught multimedia and digital video fundamentals across 16 classes / 150+ participants.
- Delivered applied learning in video production, editing, visual communication, and digital media workflow.
- Helped students strengthen production literacy through structured exercises, practical assignments, and evaluation.

Post Houses — Indonesia

Senior Digital Film Editor | 2007 – 2017 (Mirage / Neo / 3DI / Render One)

- Delivered high-fidelity post-production finishing for commercials, TVCs, documentary, brand films, corporate videos, and short/long-form content.
- Supported 120+ key clients and delivered 600+ outputs across agencies, brands, production houses, and commercial projects.
- Worked with major creative agencies including Artek n Partners, Lowe Lintas, Ogilvy, Hakuhodo, and other leading agency partners.
- Built deep technical mastery in offline editing, storytelling rhythm, commercial pacing, client review management, version control, finishing coordination, and deadline-sensitive delivery.
- Strengthened client trust and repeat business through consistent finishing quality, smooth review loops, deadline discipline, and reliable creative execution.
- Contributed to approximately 85–100% repeat/retention back to the facility through quality consistency and strong post-production service standards.
- Developed strong cross-functional post-production fluency with directors, producers, agency creatives, clients, online artists, colorists, sound engineers, and motion graphic teams.

Freelance — Indonesia

Producer • Director • Post-Production Lead | 2006 – Present

- Delivered freelance production, directing, and post-production projects across documentary, company profile, campaign video, brand film, social video, and commercial content.
- Led end-to-end execution from brief, creative direction, treatment, production planning, shoot coordination, editing, finishing, and multi-format delivery.
- Built long-term client partnerships by translating business goals into clear creative direction and executable production plans.
- Reduced rework and accelerated approvals through clearer direction, stronger pre-production alignment, and tighter QC discipline.
- Managed production crews ranging from approximately 15–50 people depending on project scope, acting as Executive Producer, Head of Production, Director, or Post-Production Lead.
- Oversaw production elements including documentary planning, video campaign execution, company profile production, location coordination, crew coordination, and post-production delivery.
- Delivered platform-ready packaging across 9:16, 1:1, and 16:9 formats while maintaining brand consistency and finishing standards.
- Improved cost efficiency through scope discipline, vendor negotiation, resource planning, and quality-focused production choices.

SELECTED PRODUCTION CAPABILITIES

- **Long-Form Storytelling Systems**
Story architecture, narrative beats, interview-to-narrative mapping, paper cut, stringout workflow, select library, pull-quote library, archival research, documentary structure, long-form review process, final delivery packages.
- **Short-Form & Social Content Systems**
Hook development, cutdown frameworks, CTA variations, modular templates, platform-native pacing, social-first formats, UGC-style structure, creator/KOL collaboration, multi-versioning.
- **Livestream Operations**
Run-of-show planning, segment pacing, host/speaker readiness, technical checklist, live direction support, contingency planning, communication protocol, post-live highlights, recap delivery.
- **Studio & Asset Governance**
Studio usage playbooks, equipment scheduling, room booking, NAS storage, Frame.io review flow, asset naming, archive management, delivery checklists, asset reuse.
- **Quality Control**
Audio level checks, lighting consistency, visual brand safety, caption accuracy, export specs, version control, delivery readiness, stakeholder approval gates.

SELECTED CAMPAIGN / PROJECT EXAMPLES

- **Seller Summit APAC — Tokopedia / ByteDance**
Delivered two 3-minute full animation videos with VO and music within a 7-week brief-to-delivery window. Coordinated Brand, Creative, Media Planner, Producer, and Studio stakeholders using Jira and Frame.io for timeline, review, and approval tracking.
- **Ramadan Campaign — Tokopedia**
Supported large-scale campaign production involving 2 shoot days, 1 location, multiple sets, 2 cameras, heavy 3D/VFX work, and crew size of approximately 40–60 including internal team and vendors. Deliverables included two main versions of approximately 2–3 minutes each.
- **8.8 Campaign — Tokopedia**
Improved campaign views from 20K to 141K by shifting creative execution toward a brand-fit influencer and testimonial-led narrative, improving credibility, audience relevance, and engagement.
- **Syria Refugee Response Documentary — ACT Foundation**
Led documentary work in Turkey from idea, field production, post-production, final delivery, and reporting cadence. The work contributed to 300% donation increase for the initiative.
- **National Fundraising Livestream Operations — ACT Foundation**
Delivered 400–450 YouTube livestream events for Palestine, Syria, Eid al-Adha/Qurban, disaster response, and major donation events, reaching peak 55K views with fully in-house resources.

EDUCATION & RECOGNITION

- Universitas Negeri Jakarta — B.A., Economics (2000 - 2005)
- Finalist — EAGLE Award Documentary (Film Documentary Editing)

LANGUAGES

- English (Professional Working Proficiency)
- Bahasa Indonesia (Native)