

RAFI RAIHAN FADILLAH

CREATIVE EXECUTOR & PROJECT MANAGER

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Creative Executor dan Generalist Digital dengan 6+ tahun pengalaman membangun sistem produksi konten berskala besar dari nol. Memimpin pertumbuhan kanal YouTube Reyben dari 300 ribu menjadi 2,7 juta subscriber melalui program viral seperti DIAREY Podcast (12 juta+ views) dan Waktunya Jajan (45 juta+ views). Terbiasa menyulap ide mentah menjadi sistem kerja dan konten yang berdampak. Siap berkontribusi dalam lingkungan kerja yang dinamis dan terstruktur di berbagai sektor industri.

BIDANG KEAHLIAN

Content Strategy	Graphic Design	Project Coordination
Video Production	Social Media & Branding	Workflow Optimization

PENGALAMAN PROFESSIONAL

Reyben Multimedia International

Creative Executor & Branding Manager

Bogor
Jan 2022 - 2025

- Memimpin produksi konten end-to-end (podcast, infotainment, vlog) Youtube
- Membangun sistem produksi efisien untuk tim kecil
- Koordinasi antara founder, talent, dan kru lapangan
- Membuat konten visual lintas platform (YouTube, TikTok, Instagram)
- Strategi pertumbuhan TikTok untuk Rey Utami (30 Ribu - 1,2 Juta) dan Pablo Benua (10 ribu - 200 Ribu)
- Meningkatkan views YouTube sebesar 800% dalam 2 tahun

Global Prestasi School

Coach Co-Curricular Activities ICT

Bekasi
May 2021 - Des 2021

- Mengajar sinematografi & fotografi ke siswa level Junior High School kelas International

Smooch the Label

Videographer & Video Editor

Jakarta Pusat
Jan 2021 - Juli 2021

- Produksi konten harian brand fashion premium

Freelancer Content Specialist

- Wedding, Event Documentation, Corporate Documentation, etc

2019 - Des 2021

PENGALAMAN LAIN

PEMDA Kabupaten Bekasi

Video Documentation (Intern)

Bekasi
August 2019 - Des 2019

- Mendokumentasikan setiap kegiatan dari Badan Ketahanan Pangan Kabupaten Bekasi

Rodja TV

Video Editor (Intern)

Bogor
Feb 2019 - Mei 2019

- Mengedit konten mentah menjadi siap tayang untuk Youtube dan TV

PENDIDIKAN

SMK Karya Bahana Mandiri 1

Multimedia

Bekasi
2017 - 2020

- Fokus: Videografi, Desain Grafis, dan Produksi Konten Digital

KEAHLIAN INTERPERSONAL

Strategic Thinking, Multitasking, Problem Solving, Adaptif, Team Delegation, Cross-Functional Leadership, Komunikasi

PERANGKAT & TOOLS

Adobe Photoshop, Adobe Premiere, Canva, Davinci Resolve, OBS Studio, Adobe After Effect, Capcut



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https://hayrafii.site



Hallo! I'm Rafi Raihan F

CREATIVE EXECUTOR &
PROJECT MANAGER

I am an experienced, hard-working, creative and proactive. Specialised in Digital Data and Science. Ambitious, eager to keep growing and evolving in my profession. Constantly developing new skills and abilities.

AREAS OF EXPERTISE

Content Strategy
Video Production

Graphic Design
Social Media & Branding

Project Coordination
Workflow Optimization

WORK EXPERIENCE

Reyben Multimedia International 2022 - 2025

Creative Executor &
Branding Manager

- Led end-to-end content production (podcast, infotainment, vlog) for YouTube
- Built an efficient production system for a small team
- Coordinated between founders, on-screen talents, and field crew
- Created cross-platform visual content (YouTube, TikTok, Instagram)
- Developed TikTok growth strategy for Rey Utami (30K to 1.2M) and Pablo Benua (10K to 200K)
- Increased YouTube views by 800% within 2 years

Global Prestasi School 2021

Coach Co-Curricular
Activities ICT

- Designed and delivered lessons in cinematography and photography tailored for junior high school students in the international curriculum.
- Simplified complex visual concepts into hands-on, engaging classroom activities and practical assignments.
- Guided students in developing visual storytelling skills using basic camera techniques, lighting, and composition.

Smooch the Label 2021

Videographer &
Video Editor

- Produced daily content for a premium fashion brand, focusing on high-quality visual storytelling.
- Handled both videography and video editing to maintain brand aesthetics across digital platforms.
- Collaborated closely with creative and marketing teams to ensure timely and stylish content delivery.

Freelancer Content Specialist

- Wedding, Event Documentation, Corporate Documentation, etc

INTERPERSONAL SKILLS

- Strategic Thinking
- Multitasking
- Problem Solving
- Adaptif
- Team Delegation
- Cross-Functional Leadership
- Komunikasi

TECHNICAL SKILL & TOOLS

Videography Intermediate



Video Editing Adobe Premiere Pro



Capcut



Adobe After Effect



Design Grafis Adobe Photoshop



Canva

