REYNALDI BAGASKARA

@motretsembarang_ , 082196956556, reynaldibagas12@gmail.com
Portfolio Link

SUMMARY

Creative Photographer and Visual Content Creator with a Bachelor's degree in Photography and professional experience in government documentation, journalism, brand visuals, nightlife events, and social media content production. Skilled in visual storytelling, event coverage, portraiture, and digital content creation for Instagram and YouTube. Experienced in translating brand identity into strong visual narratives that increase audience engagement and strengthen online presence.

EDUCATION

Bachelor of Arts in Photography **2021-2025**
Institut Seni Indonesia (ISI) Yogyakarta

Multimedia Major **2017-2020**
SMKN 19 Samarinda

PROFESSIONAL EXPERIENCE

Digital Marketing Specialist **Okt 2025 - Present**
Flexyum Dining & Lounge

- Manage and develop social media content for Instagram, TikTok, and Facebook
- Produce photo and video content during events, performances, and club activations
- Plan, create, and schedule engaging posts, stories, and promotional campaigns
- Execute and monitor paid advertising campaigns using Meta Ads and TikTok Ads
- Support brand growth through content strategy and audience engagement initiatives
- Assist the AVL (Audio Visual Lighting) team when needed, including operating as a Visual Jockey (VJ) during live events

Associate Photographer & Videographer (Creative) **Feb 2025 – Okt 2025**
Phototentic Creative Studio

- Lead and assist in studio and on-location photoshoots for commercial and creative projects
- Edit and refine photographs to ensure high-quality visual output aligned with brand standards
- Perform advanced retouching and color grading for professional results
- Produce behind-the-scenes visual content to enhance brand storytelling on social media
- Edit and publish short-form video content for Instagram Reels and YouTube

Photographer & Social Media Creative (Freelance) **Nov 2024 – Okt 2025**
Terrace (Club) Jogja

- Capture event photography highlighting atmosphere, crowd interaction, and key moments
- Develop and publish engaging Instagram Stories aligned with brand identity
- Design promotional visual content for digital campaigns and social media feeds
- Plan and execute social media-focused photoshoots for marketing needs
- Contribute creative ideas to increase audience engagement and brand visibility

Documentation & Media Coverage **Feb 2024-Sept 2024**
Ministry of Health, Republic of Indonesia

- Produced official visual documentation of ministerial activities and public programs
- Collaborated with ministry staff and media teams to ensure accurate visual communication
- Captured professional images of ministers and officials for institutional branding
- Supported the creation of visual materials for public information and media release

Journalism Photography Intern **Sep 2022 – Jun 2023**
Fotografer Indonesia

- Captured newsworthy images that visually communicated events and social issues
- Conducted subject interviews to support accurate and informative photo captions
- Assisted in visual storytelling for media publications and journalistic platforms

Assistant Photographer **Jan 2019 – Jan 2021**
Golden Jade Photography

- Assisted in wedding and event photography sessions
- Helped plan and schedule photoshoot sessions
- Supported creative concept development for client photo projects

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TECHNICAL SKILLS

Photography & Visual
Event Photography – Advanced
Portrait & Lifestyle Photography – Advanced
Social Media Content Photography – Advanced
Lighting & Composition – Advanced

Editing & Design
Adobe Lightroom – Advanced
Adobe Photoshop – Intermediate/Advanced
Adobe Illustrator / Canva – Intermediate
Photo Retouching & Color Grading – Advanced

Creative & Content
Content Ideation & Storytelling – Advanced
Social Media Strategy – Intermediate
Instagram Story & Reel Creation – Intermediate
Visual Branding – Intermediate

Professional Skills
Time Management – Advanced
Team Collaboration & Communication – Advanced
Project Planning & Execution – Intermediate
Digital Asset Management – Intermediate

CREATIVE & PROFESSIONAL SKILLS

- Content Ideation & Visual Storytelling
- Social Media Campaign Planning
- Visual Branding Support
- Time Management
- Team Collaboration & Communication
- Project Planning & Execution
- Digital Asset Management
- Live Event Visual Support (VJ Assistance)

LANGUAGES

- **Indonesian — Native / Fluent**
- **English — Working Proficiency**

FIELDS OF EXPERIENCE

Event & Nightlife Photography • Government Documentation • Journalism • Brand & Commercial Visuals • Social Media Content Creation • Digital Advertising • Live Event Visual Production