ALIEF LUTFA'UL RIDHO

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Undergraduate Animal Science Student at University of Brawijaya. All rounded in Creative Marketing University of Brawijaya Animal Science student with a keen aptitude for creative marketing and strategic communication.

Education Level

Universitas Brawijaya - **Malang, Indonesia** Aug 2024 - Jun 2028 (Expected)

Bachelor of Animal Science

- Current GPA 3.58/4.00

SMAN 1 Srengat - **Kab. Blitar, Indonesia** Jul 2021 - May 2024

Senior High School, Natural Science

- Final Score 89,32
- 1st Place Winner – 2023 SMAN 1 Srengat Anniversary Short Film Competition

Organisational Experience

Apatte62 Brawijaya - **Universitas Brawija** Sep 2025 - Present

Staff of Creative Media Branding

Student research group from Brawijaya University, recognized as a pioneer in the development of energy-efficient vehicles in Indonesia. Over the years, the group has consistently combined engineering research, technological innovation, and real-world testing on competition tracks to create vehicles that are both efficient and sustainable.

- Video Editor, Graphic Designer, and Social Media Specialist in the Creative Media Branding Department, responsible for producing engaging video content and creating visually appealing posters upon request from other divisions
- Collaborated with cross-functional teams to deliver multimedia solutions that effectively communicate brand messages and elevate the organisation's online presence.
- Contributing to a more than 70% increase in brand exposure and sponsorship engagement.

Nol Derajat Film - **Universitas Brawijaya** Sep 2024 - Sep 2025

Staff of Public Relation and Media Informatics

Serves as a platform for members to learn, collaborate, and create work across various aspects of filmmaking. Established on September 19, 2011, by a group of students who shared a common passion for film, Nol Derajat Film has continued to grow and remains active in producing a diverse range of cinematic works.

- Video Editor and Graphic Designer for the Public Relations and Media Informatics Department, responsible for producing engaging video content and creating visually appealing posters upon request from other divisions

Skills, Achievements & Other Experience

- **Business Co-Owner** (2024): Co-owned PT Manunggal Farm, a business based in Ponggok, Blitar, East Java, specializing in high-quality egg sales
- **Achievements** (2026): 2nd Place at Kontes Mobil Hemat Energi (Urban Concept (Electric Motor)) organized by the Ministry of Education, Culture, Research, and Technology of the Republic of Indonesia (specifically through the Directorate General of Higher Education / Belmawa and the Indonesian Talent Development Center / BPTI).
- **Achievements** (2025): 1st Place in Competition of Short Movie "CINEMENTAL 2025" organized by Department of aptitude of interest, student executive of the faculty of psychology Universitas Merdeka

Malang

- **Software**: Adobe After Effect, Adobe Premiere Pro, Adobe Photoshop, Davinci Resolve, Canva, Capcut, Figma
- **Language**: Bahasa Indonesia, English
- **Others**: Content Planning, Account Management, Social Media, Digital Marketing, Graphic Design, Videographer, Video Editor