

CV PRATAMA WAHYU GUNAWAN



# SOCIAL MEDIA SPECIALIST PORTFOLIO

AJRUN AZHIM FAWWAS

<https://ajrun-porto.vercel.app/>



# About Work

As a Social Media Specialist at CV Pratama Wahyu Gunawan, I have a proven track record of managing multiple brands, including Motretkan, Jasadesigning, and Jasaediting. My expertise spans the entire content creation process, from strategic planning, concept development, and designing engaging feeds to video editing and persuasive copywriting across various social media platforms.

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**MOTRETKAN**

**MOTRETKAN.ID**

**JASAEDITING**

**JASADESIGNING**

**SUMMARY**

**CONTACT**

# *Brand* FOTOGRAFER AND VIDEOGRAFER

Motretkan an motretkan.id is a brand specializing in photography and videography services. My role involves end-to-end social media management, from strategic content planning to creative execution, all aimed at boosting the brand's online presence and engagement.





# project PORTFOLIO

CONTENT PLAN

VIDEO EDITING

INSIGHTS



# CONTENT PLAN

Content Plan (July–October): Fully responsible for monthly content planning. Specifically, I developed and conceptualized Reels content for August and September that effectively blended entertainment and promotional elements, ensuring each piece not only engaged the audience but also supported the brand's marketing objectives.

Content Calendar CV Pratama Waluyo Gunawan									
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Menu	100%	10	11	12	13	14	15	16	17
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## TOOLS:



# VIDEO EDITING

Video Editing: I'm experienced in producing short-form videos, specifically in the Reels format. I edit raw footage into engaging and compelling content that is both visually appealing and aligned with the brand's identity.

LINK ALL VIDEO:

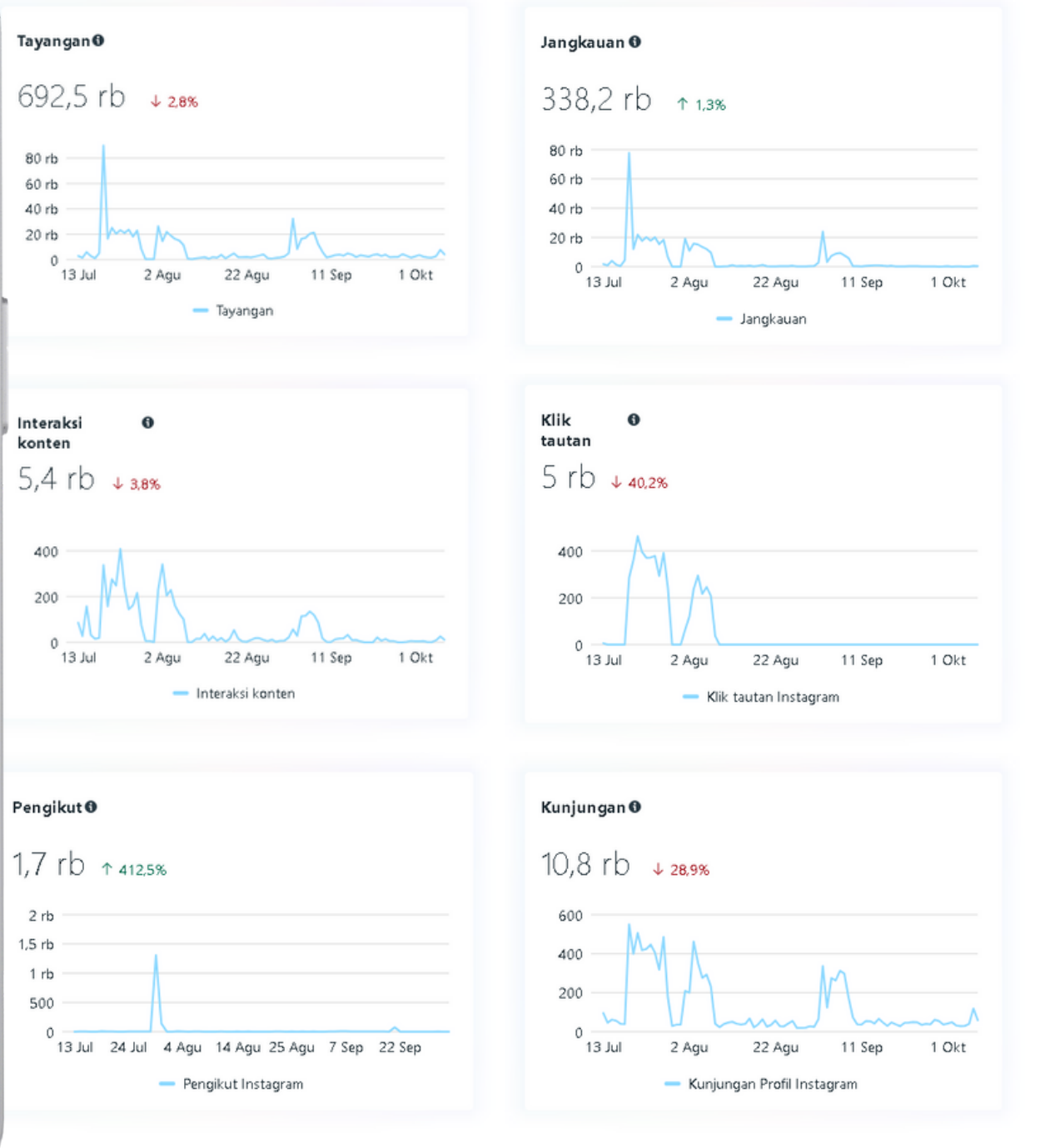
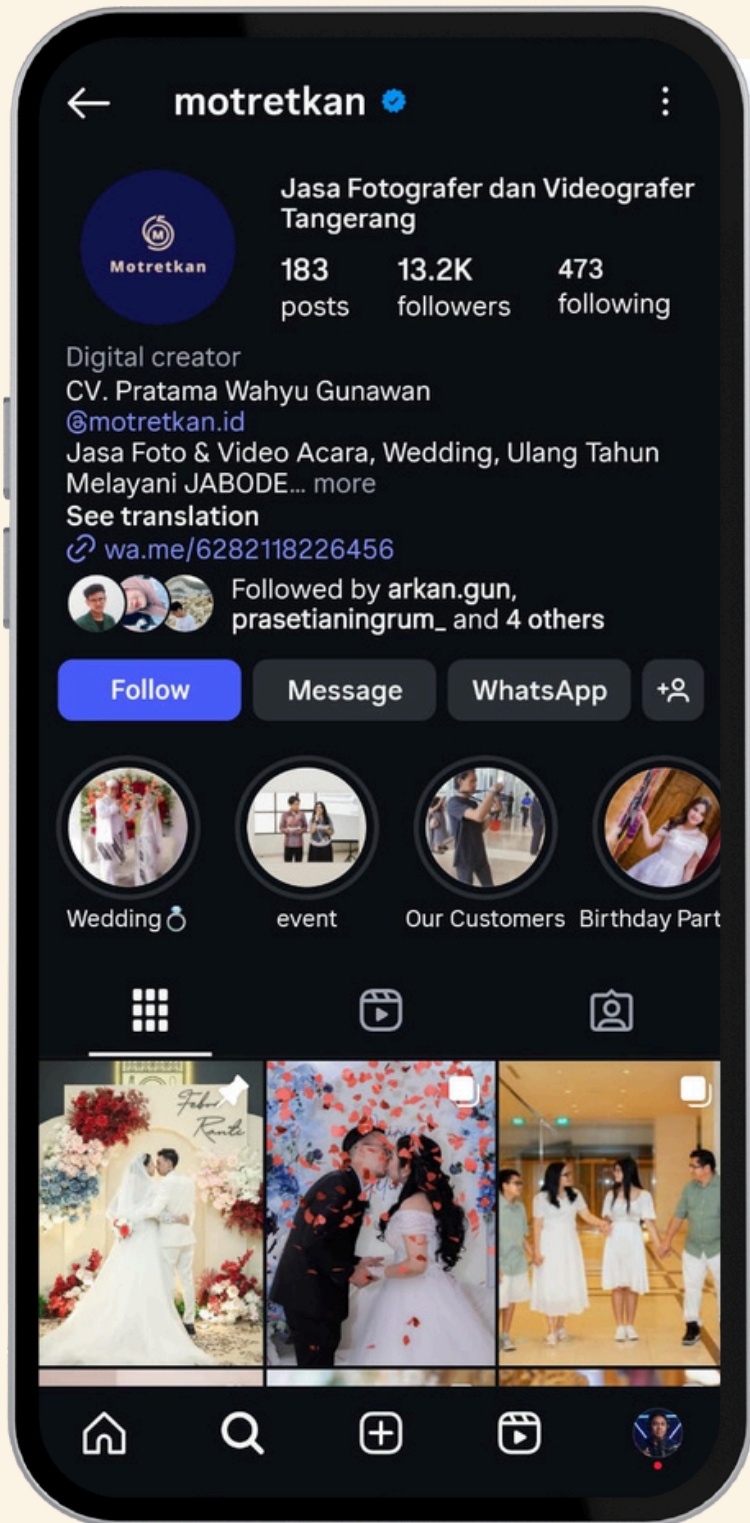
TOOLS:



## 2 BEST EDITING

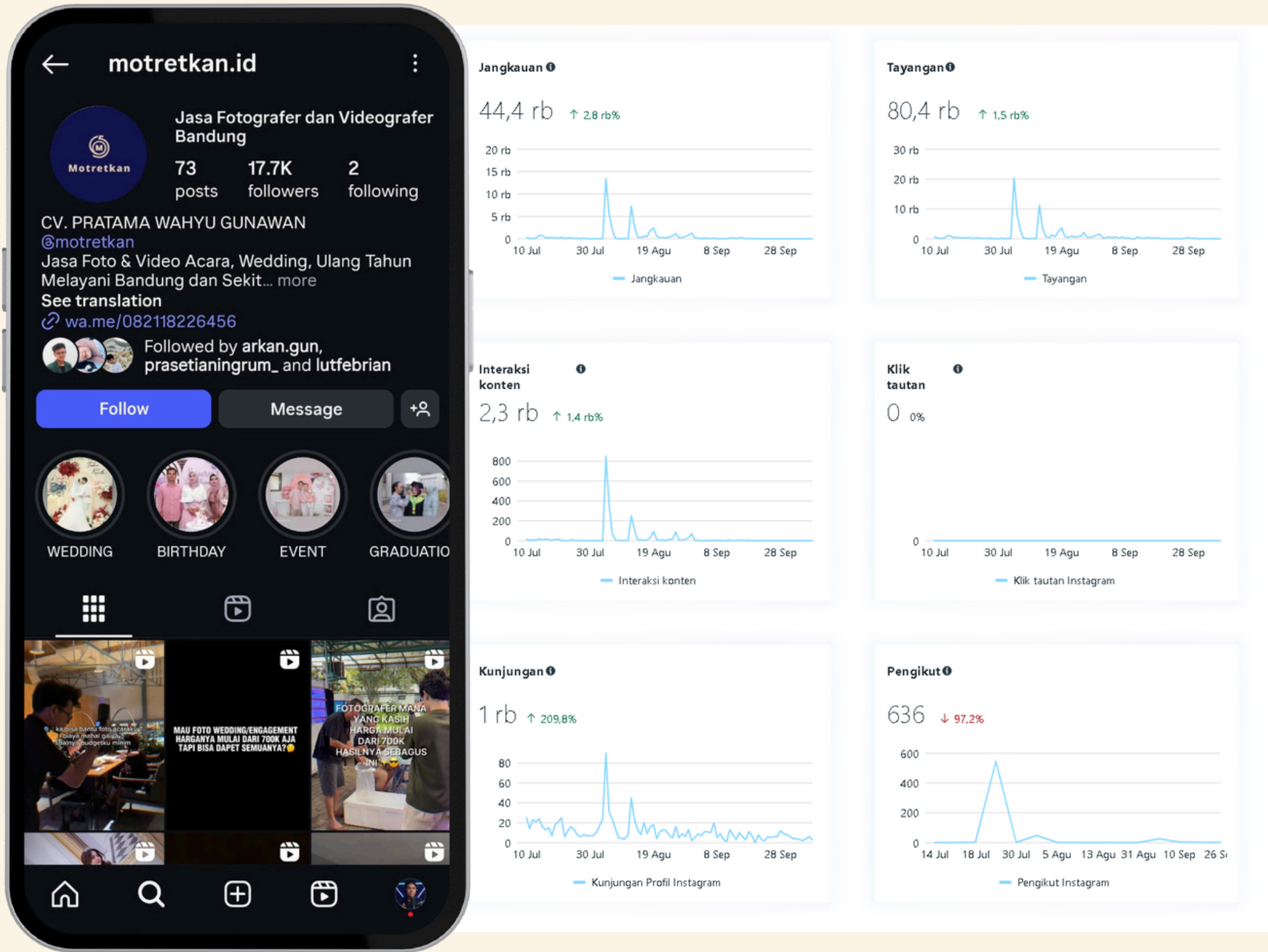






INSIGHTS INSTAGRAM MOTRETKAN:

- REACH: THE REACH STANDS AT 338.2K, WITH A SMALL INCREASE OF 1.3%. THIS INDICATES THAT EVEN THOUGH ENGAGEMENT DROPPED, THE ACCOUNT WAS STILL ABLE TO REACH A LARGE NUMBER OF PEOPLE. HOWEVER, THE HIGHEST PEAK IN REACH OCCURRED AT THE END OF JULY AND COULDN'T BE SUSTAINED.
- IMPRESSIONS: IMPRESSIONS REACHED 692.5K, BUT EXPERIENCED A 2.8% DECREASE. THIS NUMBER IS TYPICALLY HIGHER THAN REACH, WHICH IS EXPECTED SINCE A SINGLE USER CAN VIEW CONTENT MORE THAN ONCE. THE GRAPH ALSO SHOWS A SIGNIFICANT SPIKE AT THE END OF JULY, ALIGNING WITH THE REACH DATA.
- FOLLOWERS: FOLLOWER GROWTH SAW A DRASTIC JUMP OF 412.5%, ADDING 1.7K NEW FOLLOWERS. THIS SIGNIFICANT INCREASE HAPPENED IN A SHORT PERIOD AT THE END OF JULY, INDICATING THAT A PARTICULAR CONTENT OR CAMPAIGN WAS HIGHLY SUCCESSFUL IN ATTRACTING NEW FOLLOWERS.
- CONTENT INTERACTIONS: INTERACTIONS WERE AT 5.4K, BUT DECLINED BY 3.8%. THE GRAPH SHOWS A SHARP DROP AFTER PEAKING IN LATE JULY AND EARLY AUGUST. THIS SUGGESTS THAT THE CONTENT POSTED AFTER THIS PEAK PERIOD WAS LESS EFFECTIVE IN DRIVING ENGAGEMENT.



INSIGHTS INSTAGRAM MOTRETKAN.ID:

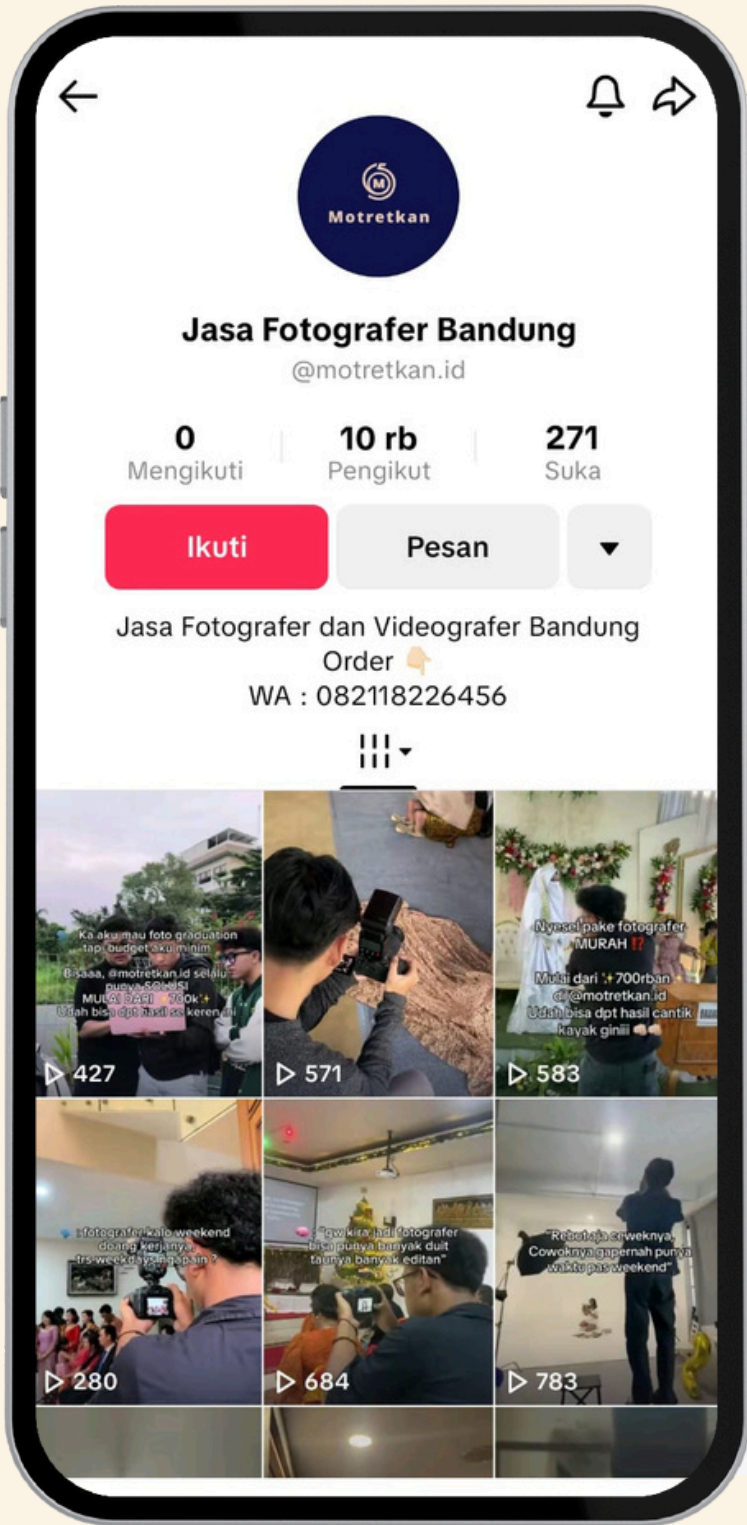
REACH: THE REACH REACHED 44.4K, WITH A SMALL INCREASE OF 2.8%. THIS INDICATES THAT EVEN WITH THE DRASTIC DROP, THE ACCOUNT STILL MANAGED TO REACH A GOOD NUMBER OF PEOPLE. THE HIGHEST SPIKE IN REACH OCCURRED AT THE END OF JULY AND WAS NOT SUSTAINED.

IMPRESSIONS: IMPRESSIONS WERE AT 80.4K, WITH A SMALL INCREASE OF 1.5%. THE PATTERN IN THE GRAPH SHOWS A SIGNIFICANT SPIKE AT THE END OF JULY, ALIGNING WITH THE REACH DATA.

FOLLOWERS: FOLLOWER GROWTH EXPERIENCED A VERY SHARP DECLINE OF 97.2%, WITH A TOTAL OF 636 LOST FOLLOWERS. THE HIGHEST PEAK HAPPENED AT THE END OF JULY.

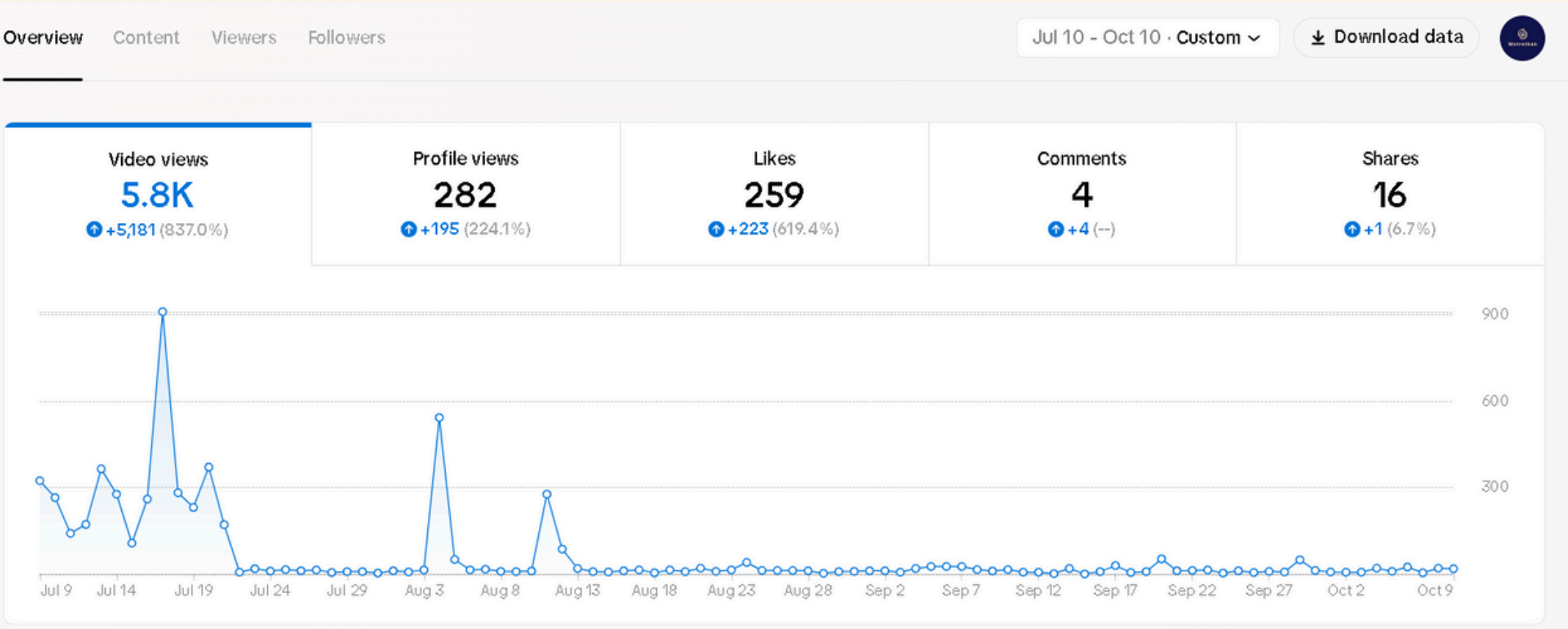
CONTENT INTERACTIONS: INTERACTIONS WERE AT 2.3K, WITH A SMALL INCREASE OF 1.4%. THE GRAPH SHOWS A SHARP DROP AFTER PEAKING AT THE END OF JULY, INDICATING THAT THE CONTENT POSTED AFTERWARD WAS LESS EFFECTIVE IN DRIVING ENGAGEMENT.





INSIGHTS TIKTOK MOTRETKAN.ID:

- VIDEO VIEWS: TOTAL VIDEO VIEWS REACHED 5.8K, WITH AN EXTRAORDINARY INCREASE OF 837.0%. THE HIGHEST PEAK OCCURRED IN MID-JULY, INDICATING THAT ONE OR MORE VIDEOS WERE HIGHLY SUCCESSFUL IN CAPTURING A MASSIVE AUDIENCE.
- PROFILE VIEWS: THE NUMBER OF PROFILE VISITS REACHED 282, AN INCREASE OF 224.1%. THIS SPIKE ALIGNS WITH THE INCREASE IN VIDEO VIEWS, MEANING THE VIRAL CONTENT SUCCESSFULLY DROVE A SIGNIFICANT NUMBER OF PEOPLE TO VISIT THE PROFILE.
- LIKES: THE TOTAL NUMBER OF LIKES WAS 259, WITH A DRASTIC INCREASE OF 619.4%. THIS SHOWS THAT THE PRODUCED CONTENT WAS HIGHLY LIKED BY THE AUDIENCE. HOWEVER, AFTER THE MID-JULY SPIKE, THE NUMBER OF LIKES FELL SIGNIFICANTLY.
- COMMENTS & SHARES: THE NUMBER OF COMMENTS (4) AND SHARES (16) WERE RELATIVELY LOW. ALTHOUGH THERE WAS AN INCREASE, THESE NUMBERS SUGGEST THAT WHILE THE CONTENT SUCCESSFULLY DROVE VIEWS AND LIKES, IT WAS LESS EFFECTIVE AT ENCOURAGING DEEPER ENGAGEMENT LIKE DISCUSSIONS OR SHARING WITH OTHERS.



# Brand DESIGN

As a Social Media Specialist for a creative agency, my role for Jasadesigning involves strategic content planning, managing the entire video editing process, and designing visually appealing feeds that reflect the brand's identity.



# project PORTFOLIO

CONTENT PLAN

VIDEO EDITING AND DESIGN

INSIGHTS





# CONTENT PLAN

My workflow for creating a three-month content plan (July - October) was built around a strategic mix of content pillars: Education, Promotion, and Entertainment. I primarily focused on educational content for feeds to build brand authority, while using promotional and entertainment Reels to boost engagement and reach new audiences. This approach ensured a balanced content strategy for sustainable growth.

Content Calendar CV Pratama Wahyu Gunawan

File Edit Tampilan Styles Format Data List Ekstensi Bantuan

Menu

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## TOOLS:



# VIDEO EDITING

Video Editing: I'm responsible for editing both entertainment and promotional content. I primarily use CapCut for manual editing, ensuring every detail is perfect. For a unique promotional project, I experimented with AI integration from Gemini and ElevenLabs to create more innovative content.

LINK ALL VIDEO:

TOOLS:



Gemini

IIElevenLabs

## 2 BEST EDITING





# GRAPHIC DESIGN

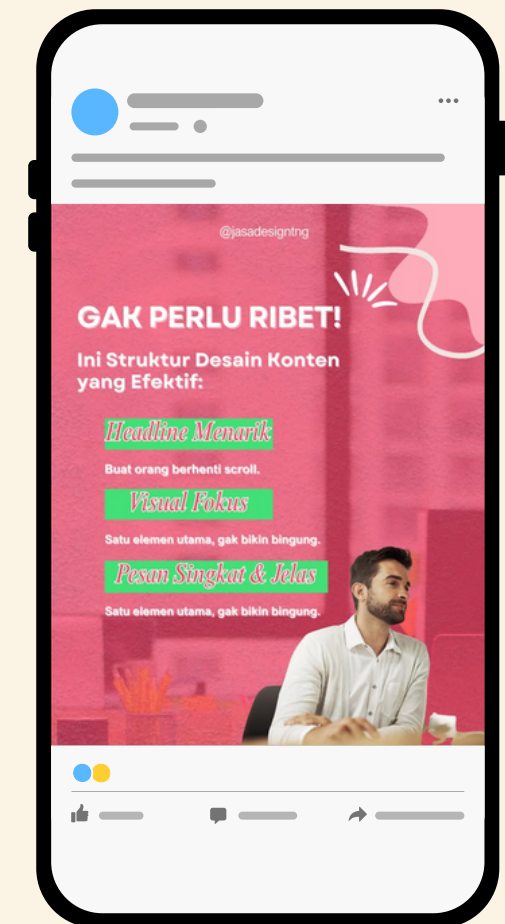
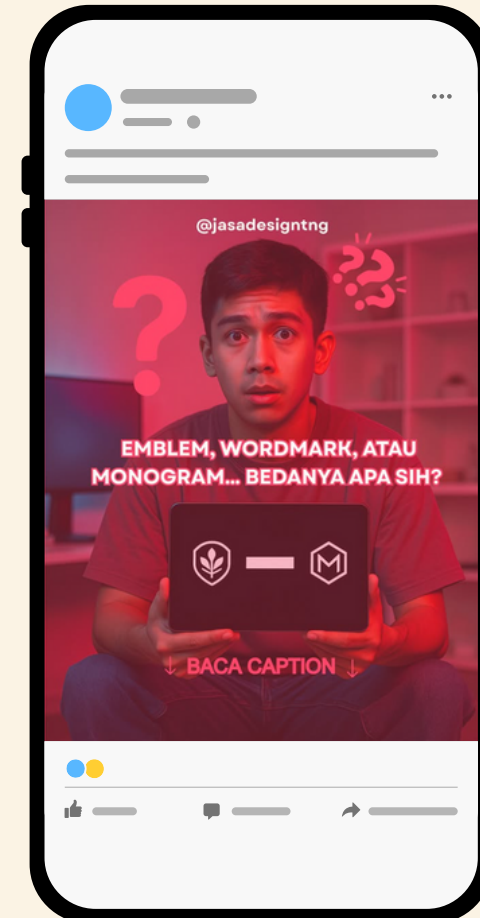
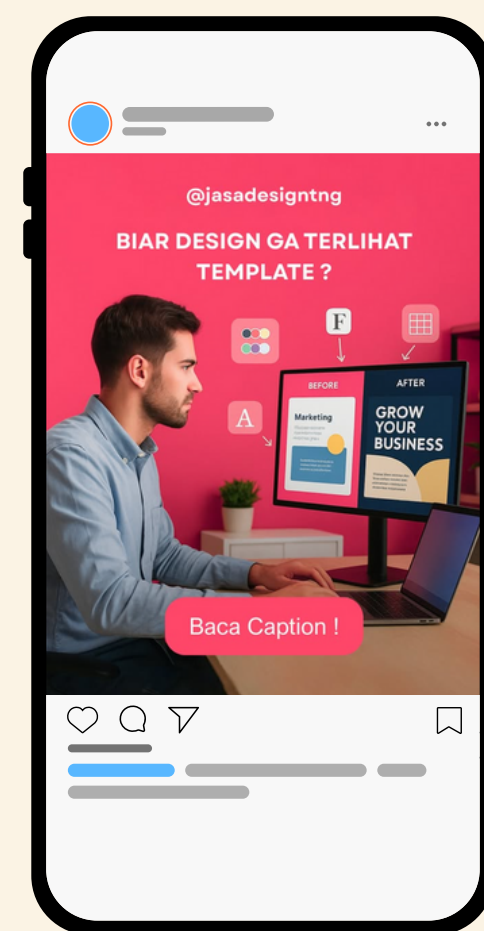
I am responsible for designing educational feeds by integrating both AI and non-AI visuals. With the help of ChatGPT to generate visual prompts, I create engaging and relevant content. This strategy allows me to efficiently produce a diverse feed, delivering maximum educational value to the audience.

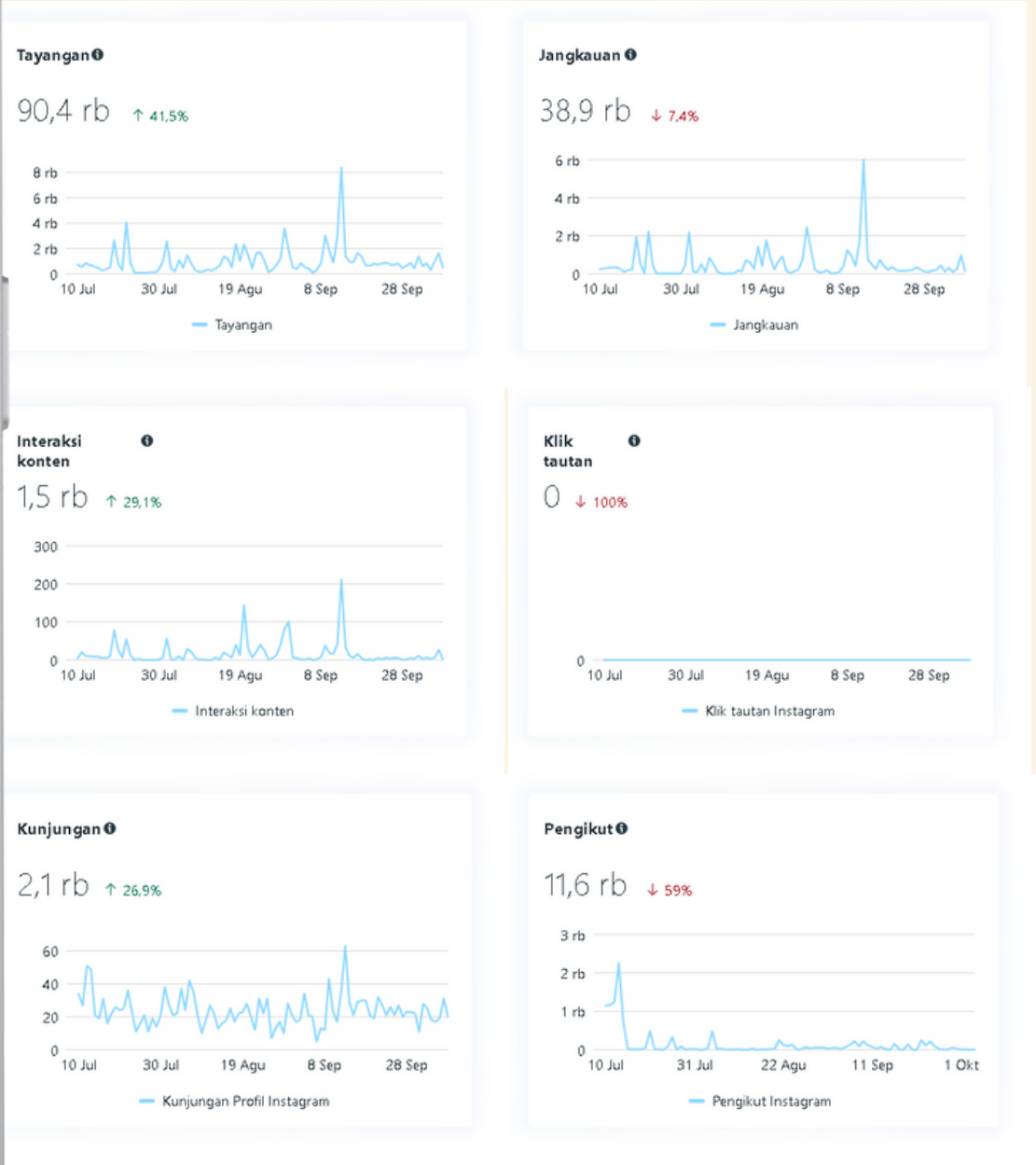
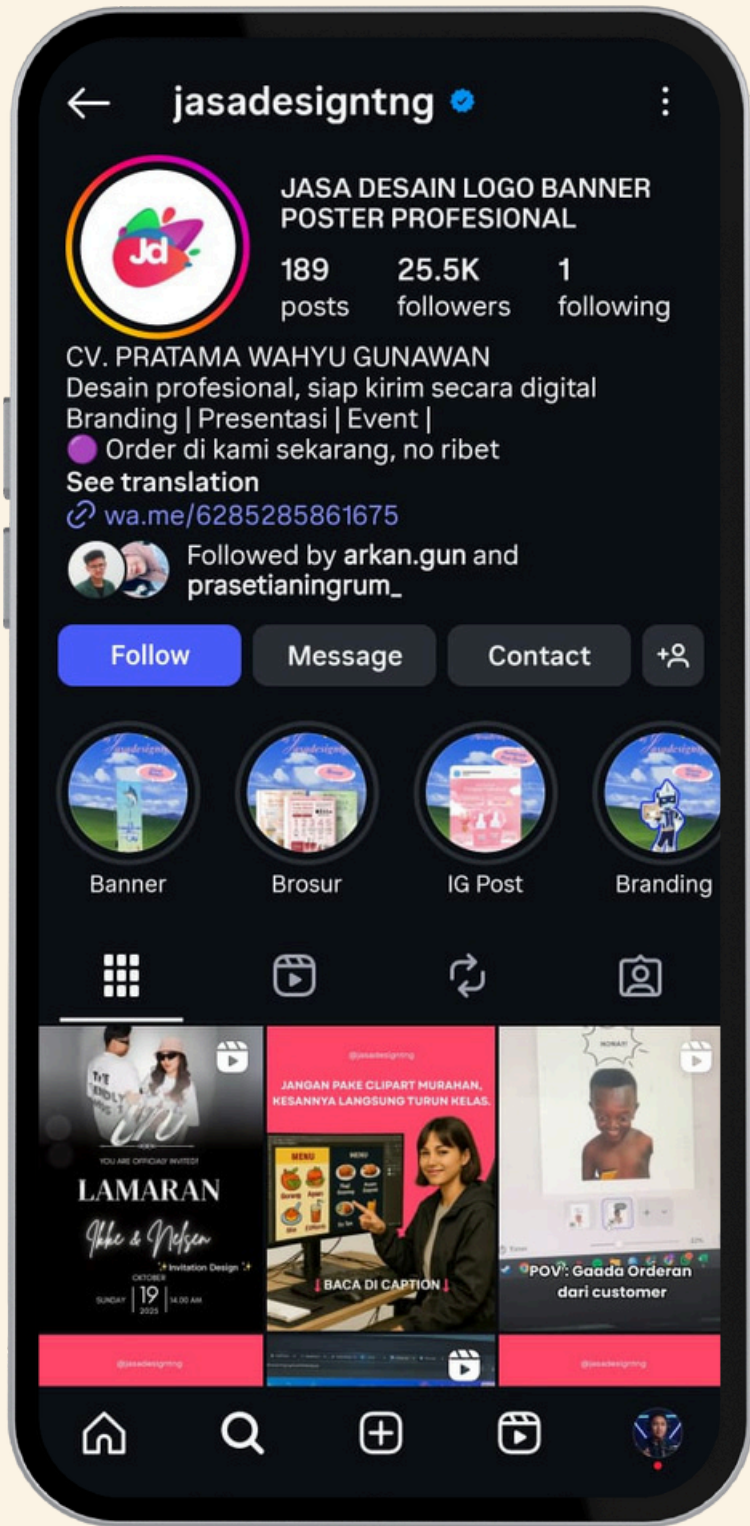
LINK ALL VIDEO:

TOOLS:



## 3 BEST DESIGN





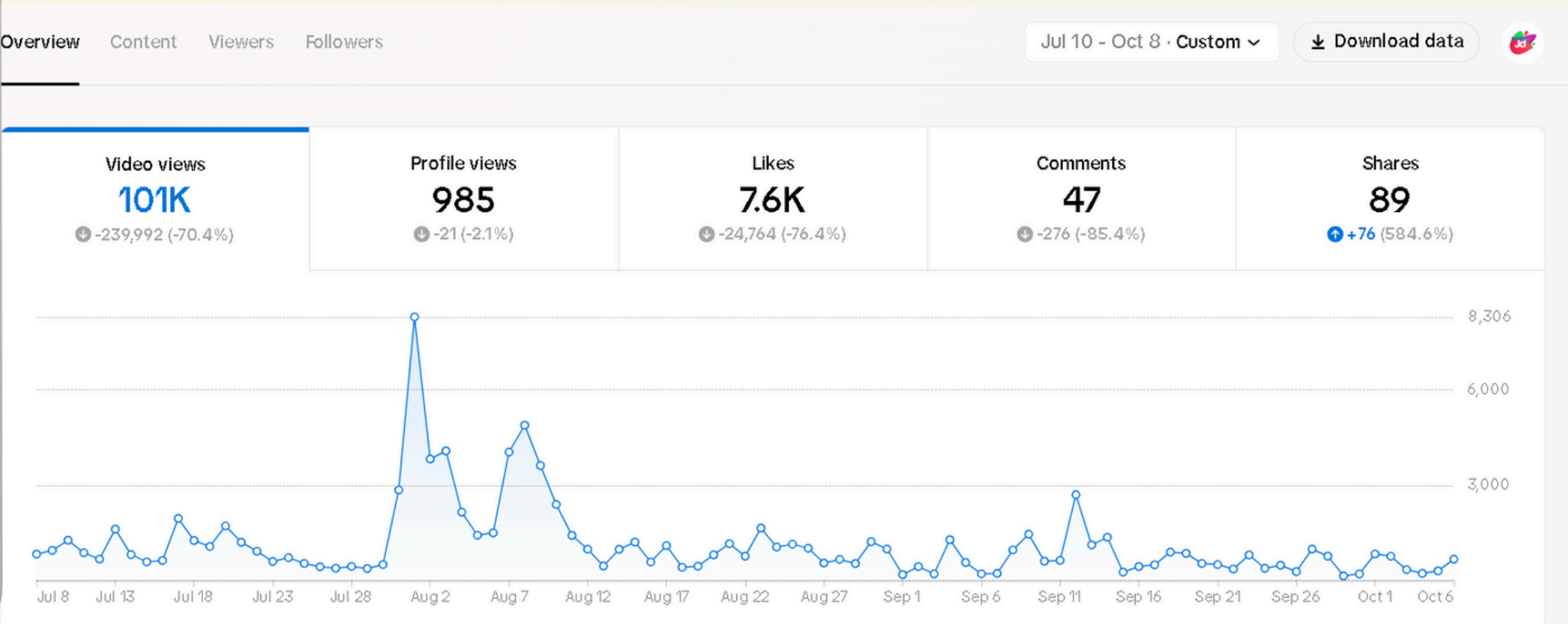
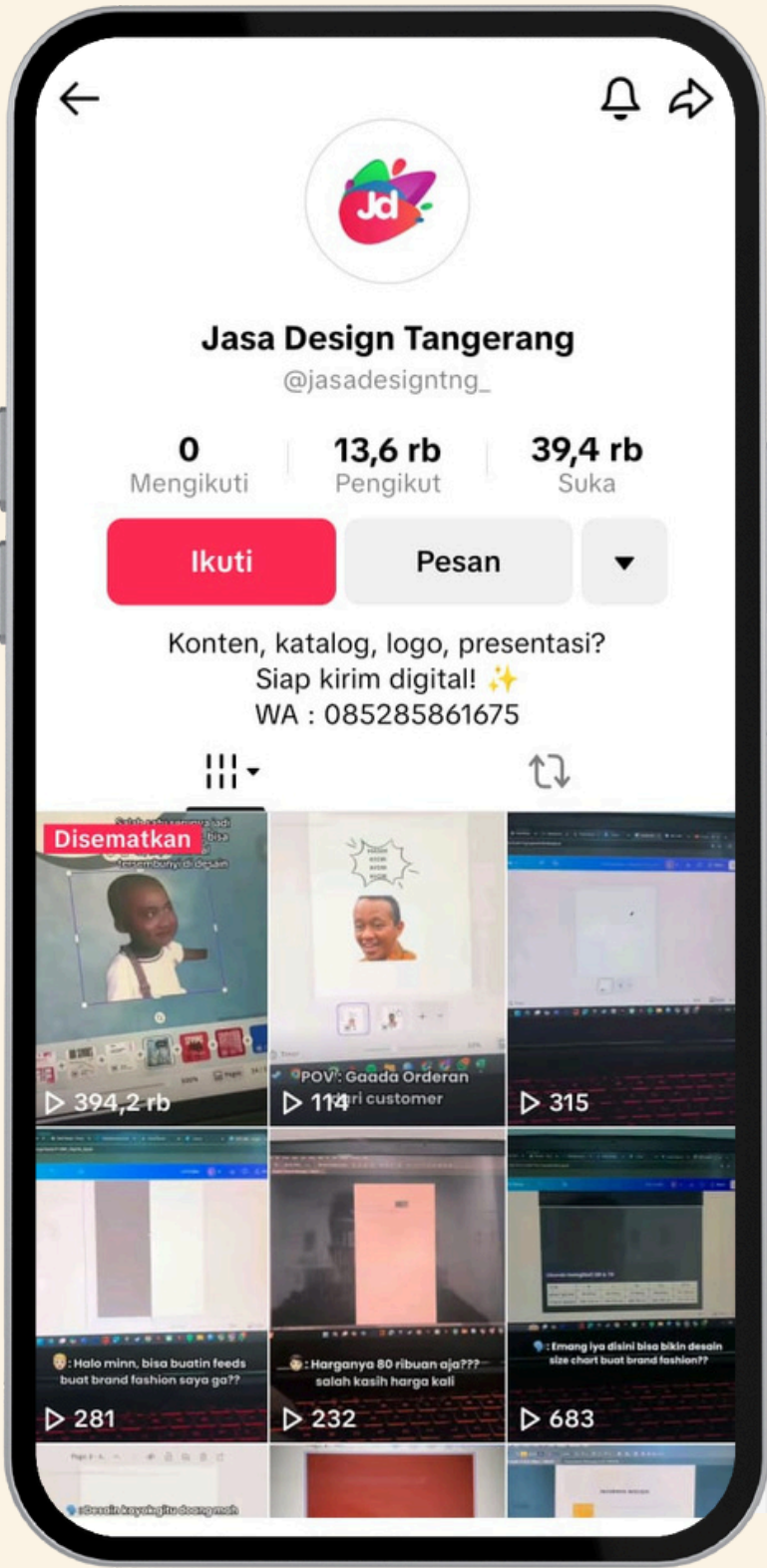
INSIGHTS INSTAGRAM JASADESIGNTNG:

- REACH: REACH WAS AT 38.9K, WITH A 7.4% DECREASE. DESPITE THE OVERALL DECLINE, THERE WERE SEVERAL CONSISTENT SMALL SPIKES, ESPECIALLY A MAJOR ONE IN MID-SEPTEMBER. THIS SHOWS THAT CERTAIN CONTENT SUCCESSFULLY BROKE THROUGH THE ALGORITHM TO REACH NEW AUDIENCES.
- IMPRESSIONS: WITH A TOTAL OF 90.4K AND A 41.5% INCREASE, THIS METRIC INDICATES THAT THE AUDIENCE VIEWED THE CONTENT MORE THAN ONCE, SUGGESTING THE CONTENT WAS ENGAGING ENOUGH FOR REPEAT VIEWS. THE IMPRESSION SPIKES MIRROR THE REACH SPIKES, SHOWING THE CONTENT SUCCESSFULLY CAPTURED AUDIENCE ATTENTION.
- CONTENT INTERACTIONS: INTERACTIONS TOTALED 1.5K, WITH A 29.1% INCREASE. THIS POSITIVE FIGURE SHOWS THAT THE UPLOADED CONTENT WAS EFFECTIVE IN PROMPTING A RESPONSE FROM THE AUDIENCE. THE GRAPH'S PATTERN ALIGNS WITH REACH AND IMPRESSIONS, WITH A SIGNIFICANT PEAK IN SEPTEMBER.
- PROFILE VISITS: PROFILE VISITS REACHED 2.1K, WITH A 26.9% INCREASE. THIS SUGGESTS THE CONTENT WAS PERSUASIVE ENOUGH TO DIRECT THE AUDIENCE TO THE PROFILE, A CRUCIAL STEP TOWARD FOLLOWER GROWTH.
- FOLLOWERS: FOLLOWER GROWTH EXPERIENCED A SHARP DECLINE OF 59%, DESPITE A LARGE SPIKE IN EARLY JULY. THIS INDICATES THAT THE AUDIENCE ATTRACTED BY VIRAL CONTENT AT THE BEGINNING OF THE PERIOD DID NOT REMAIN AS FOLLOWERS.
- LINK CLICKS: THE NUMBER OF LINK CLICKS WAS 0, SHOWING THAT NO CONVERSIONS OCCURRED THROUGH THE BIO LINK. THIS IS AN AREA THAT NEEDS IMPROVEMENT IN THE CONTENT STRATEGY SO THAT CONTENT CAN ENCOURAGE THE AUDIENCE TO TAKE FURTHER ACTION.



INSIGHTS TIKTOK JASADESIGNTNG:

- VIDEO VIEWS: TOTAL VIDEO VIEWS REACHED 101K, BUT EXPERIENCED A DRASTIC DECLINE OF 70.4%. THE HIGHEST PEAK OCCURRED IN EARLY AUGUST, SHOWING THAT A SPECIFIC CONTENT PIECE WENT HIGHLY VIRAL AND SUCCESSFULLY REACHED A WIDE AUDIENCE. AFTER THAT, VIEWS DROPPED SHARPLY AND DID NOT RETURN TO THE PEAK LEVEL.
- PROFILE VIEWS: PROFILE VISITS TOTALED 985, WITH A SMALL DECREASE OF 2.1%. THE GRAPH'S PATTERN ALIGNS WITH VIDEO VIEWS, INDICATING THAT THE VIRAL CONTENT SUCCESSFULLY DIRECTED THE AUDIENCE TO THE PROFILE, ALTHOUGH THE MOMENTUM WAS NOT SUSTAINED.
- LIKES: THE NUMBER OF LIKES REACHED 7.6K, BUT EXPERIENCED A SIGNIFICANT DECLINE OF 76.4%. THIS INDICATES THAT CONTENT POSTED AFTER THE PEAK PERIOD WAS LESS FAVORED BY THE NEW AUDIENCE.
- COMMENTS & SHARES: THE NUMBER OF COMMENTS (47) SAW A SHARP DECLINE OF 85.4%. HOWEVER, THE NUMBER OF SHARES (89) SHOWED AN EXTRAORDINARY INCREASE OF 584.6%. THIS IS THE ONLY POSITIVE METRIC, SUGGESTING THAT EVEN AS OTHER INTERACTIONS DROPPED, SOME CONTENT WAS CONSIDERED HIGHLY VALUABLE OR ENGAGING ENOUGH TO BE SHARED.



# *Brand* **CREATIVE AGENCY**

As a Social Media Specialist at Jasaeditng, my role is to manage social media with a strategic approach. I design goal-oriented content plans, create unique content concepts, and ensure every video is of the highest quality to reach a specific target audience.



**SOCIAL MEDIA SPECIALIST**



# CONTENT PLAN

I created a comprehensive content plan for Jasaeditng from July to October, specifically for Reels. My workflow involved creating unique content concepts under the Education, Promotion, and Entertainment pillars to drive audience growth and engagement.

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## TOOLS:





# VIDEO EDITING

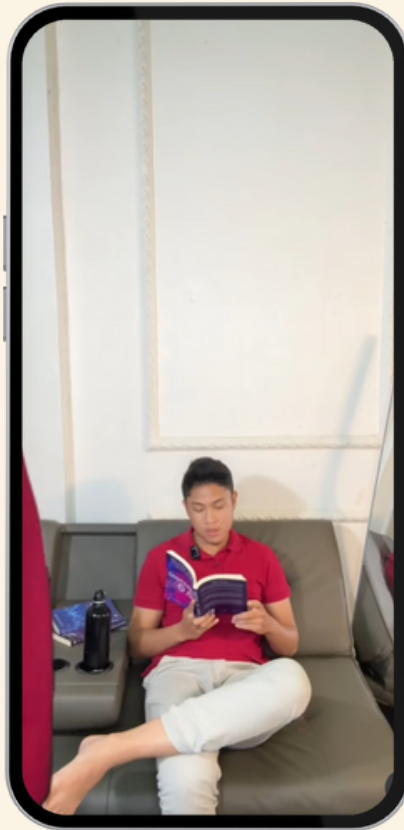
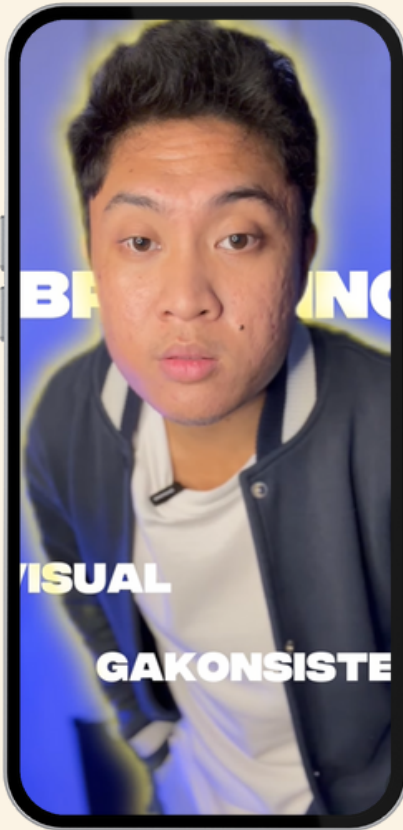
Video Editing: I'm responsible for editing both entertainment and promotional content. I primarily use CapCut for manual editing, ensuring every detail is perfect. For a unique promotional project, I experimented with AI integration from Gemini and ElevenLabs to create more innovative content.

LINK ALL VIDEO:

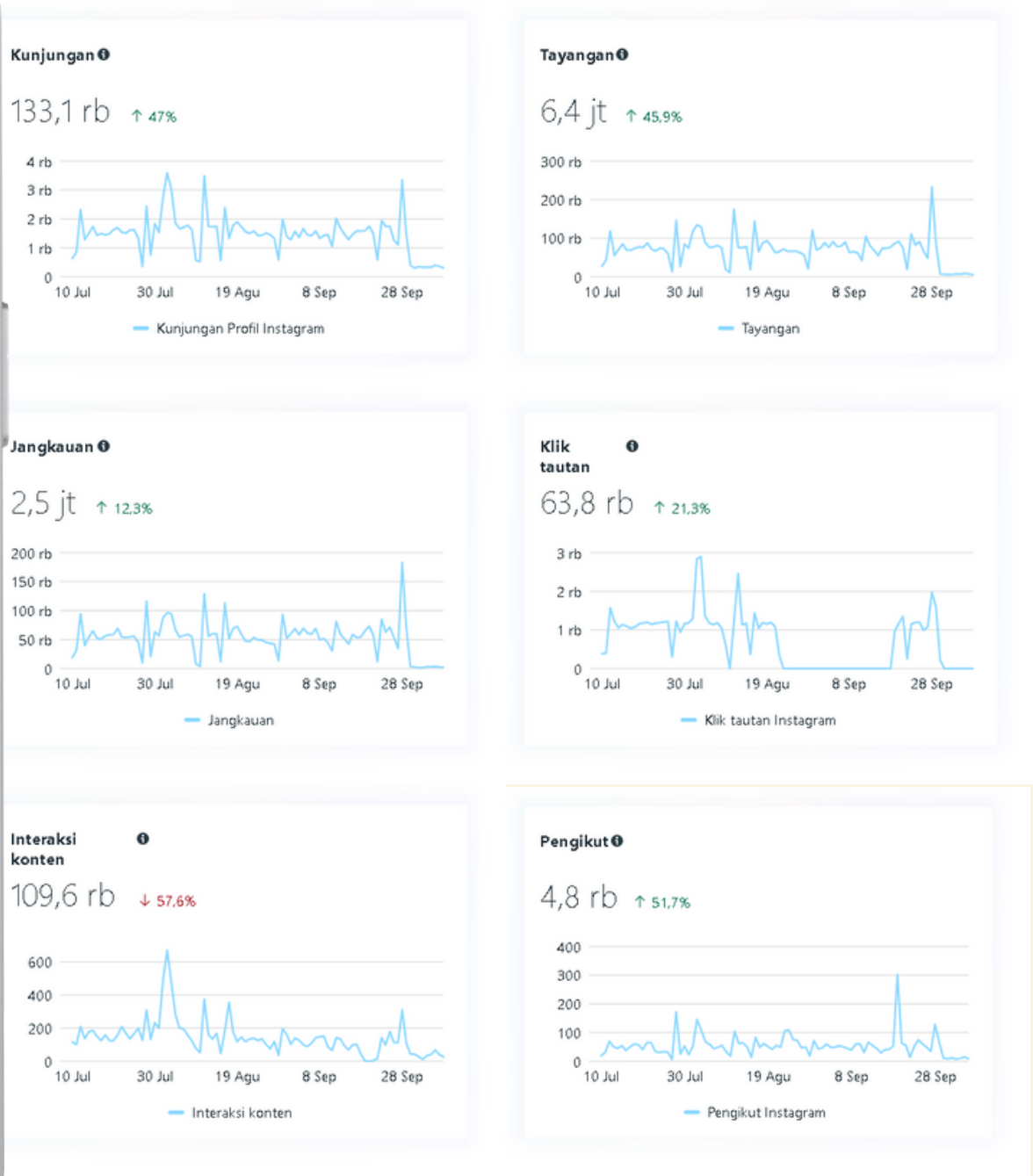
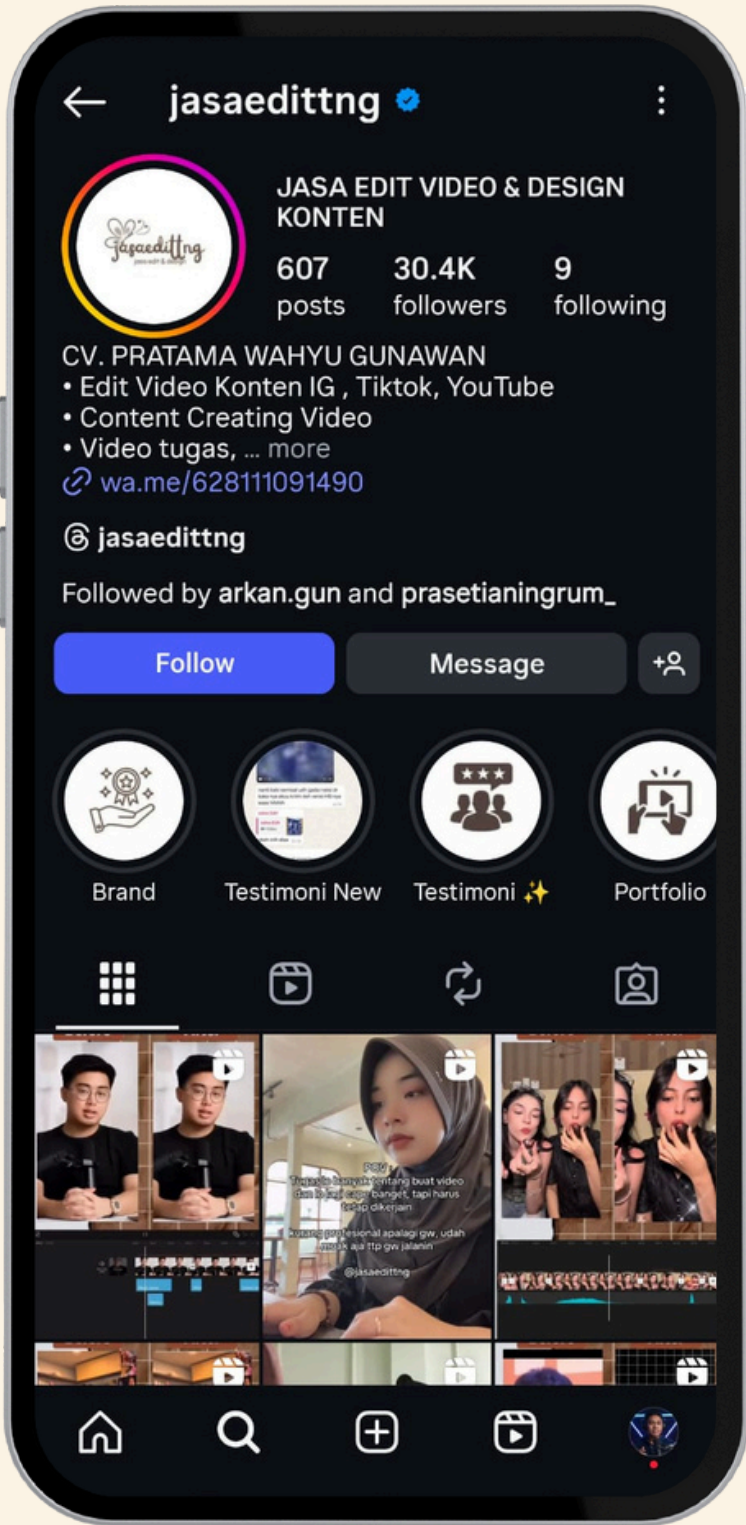
TOOLS:



## 4 BEST EDITING





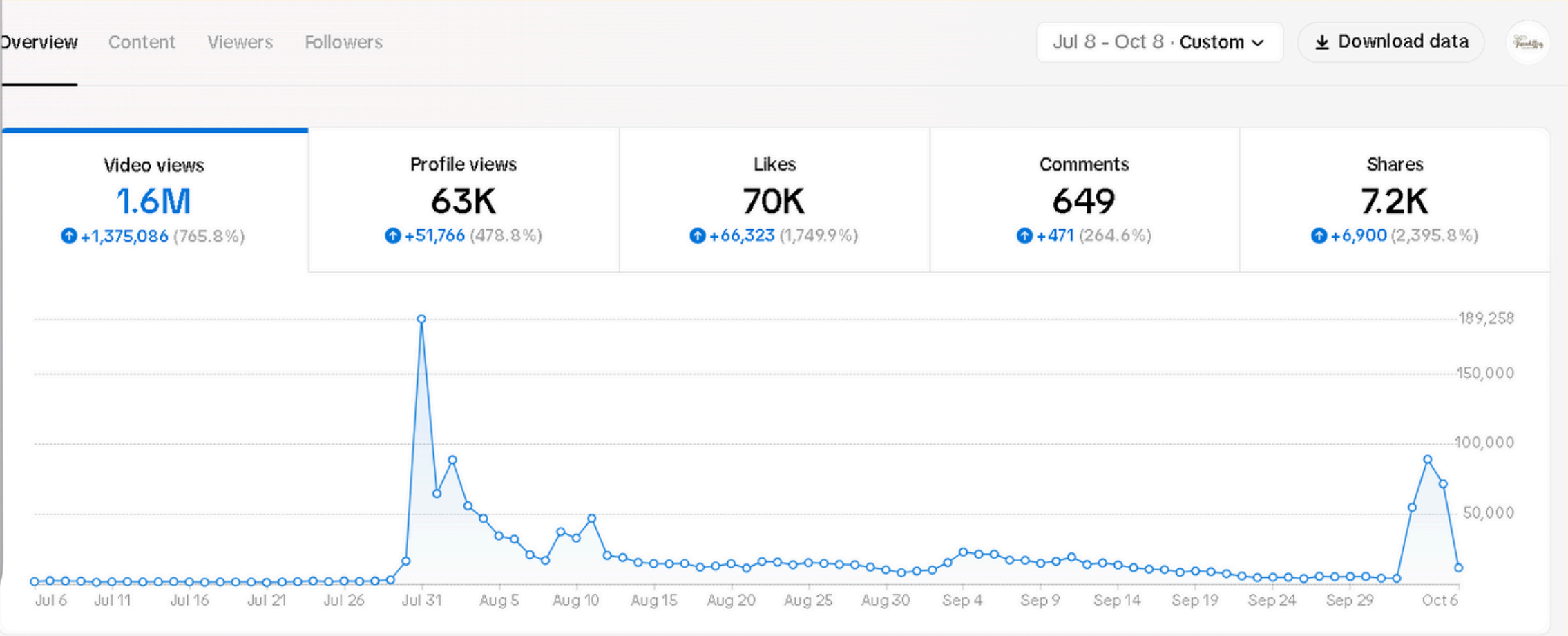
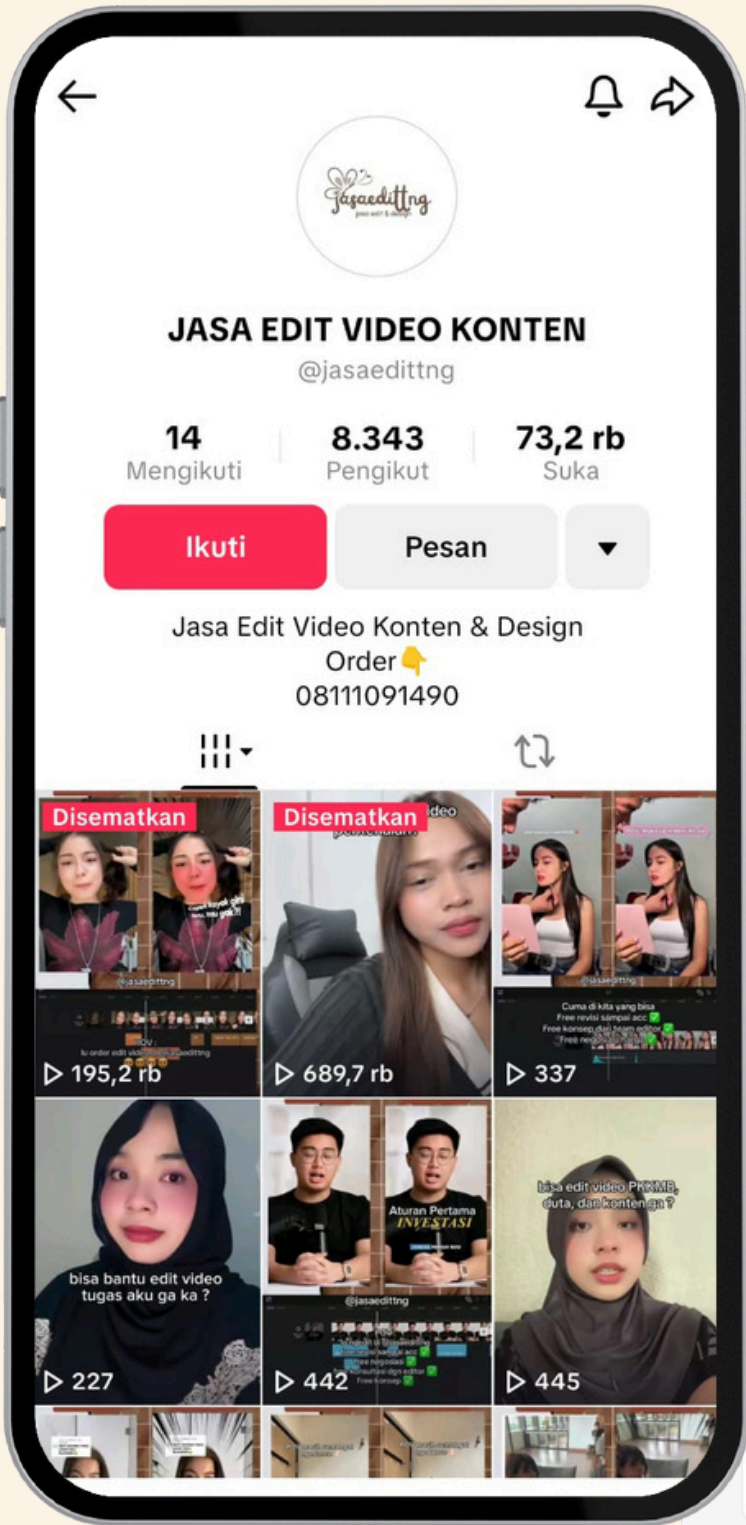


INSIGHTS INSTAGRAM JASAEEDITNG

- **REACH:** REACH WAS AT 2.5 MILLION, WITH A 12.3% INCREASE. THIS SHOWS THAT THE CONTENT HAS A STRONG ABILITY TO BREAK THROUGH THE ALGORITHM AND REACH A WIDE AUDIENCE. THE BIGGEST SPIKES OCCURRED AT THE END OF JULY AND THE END OF SEPTEMBER.
- **IMPRESSIONS:** WITH A TOTAL OF 6.4 MILLION AND A 45.9% INCREASE, THIS METRIC CONFIRMS THAT THE AUDIENCE VIEWED THE CONTENT MULTIPLE TIMES, INDICATING THAT THE CONTENT WAS ENGAGING AND RELEVANT. THE SPIKE PATTERN IS SIMILAR TO REACH, SUGGESTING THAT THE CONTENT WHICH REACHED A BROAD AUDIENCE ALSO SUCCESSFULLY DROVE REPEAT INTEREST.
- **FOLLOWERS:** FOLLOWER GROWTH REACHED 4.8K, WITH A 51.7% INCREASE. DESPITE A DECLINE IN INTERACTION METRICS, THE STABLE GROWTH IN FOLLOWERS SHOWS THAT THE CONTENT SUCCESSFULLY ATTRACTED NEW AUDIENCES. THIS IS VERY POSITIVE FOR LONG-TERM GROWTH.
- **PROFILE VISITS:** PROFILE VISITS REACHED 133.1K, WITH A 47% INCREASE. THIS NUMBER IS VERY HIGH AND SHOWS THAT THE CONTENT WAS NOT ONLY VIEWED BUT ALSO SUCCESSFULLY DIRECTED THE AUDIENCE TO THE PROFILE FOR MORE INFORMATION.
- **LINK CLICKS:** THIS METRIC REACHED 63.8K, WITH A 21.3% INCREASE. THIS IS A VERY STRONG PERFORMANCE INDICATOR, SHOWING THAT THE CONTENT SUCCESSFULLY DROVE THE AUDIENCE TO TAKE OFF-PLATFORM ACTIONS, SUCH AS VISITING A WEBSITE OR MAKING CONTACT. THIS POSITIVE INCREASE ALIGNS WITH THE RISE IN PROFILE VISITS.
- **CONTENT INTERACTIONS:** CONTENT INTERACTIONS TOTALED 109.6K, BUT EXPERIENCED A SHARP DECLINE OF 57.6%. THIS INDICATES THAT WHILE THE CONTENT SUCCESSFULLY REACHED MANY PEOPLE AND DROVE VISITS/CLICKS, IT WAS LESS EFFECTIVE AT DRIVING LIKES, COMMENTS, AND SAVES. THIS IS AN AREA THAT NEEDS IMPROVEMENT.

INSIGHTS TIKTOK JASAEEDITNG:

- VIDEO VIEWS: TOTAL VIDEO VIEWS REACHED 1.6 MILLION, WITH A SPECTACULAR INCREASE OF 765.8%. THERE WERE TWO VERY HIGH PERFORMANCE PEAKS, ONE IN LATE JULY AND ANOTHER IN EARLY OCTOBER. THIS INDICATES THAT TWO OR MORE CONTENT PIECES WENT VIRAL, BRINGING IN A MASSIVE SURGE OF VIEWERS.
- PROFILE VIEWS: THE NUMBER OF PROFILE VISITS REACHED 63K, WITH AN AMAZING INCREASE OF 479.8%. THIS FIGURE ALIGNS WITH THE VIDEO VIEW SPIKES, MEANING THE VIRAL CONTENT WAS HIGHLY EFFECTIVE IN DIRECTING THE AUDIENCE TO THE PROFILE.
- LIKES: THE NUMBER OF LIKES REACHED 70K, INCREASING DRASTICALLY BY 1,749.9%. THIS IS CLEAR EVIDENCE THAT THE POSTED CONTENT WAS VERY MUCH LIKED BY THE AUDIENCE. THE SPIKES IN LIKES ARE VERY SIMILAR TO THE VIDEO VIEW PATTERNS.
- COMMENTS & SHARES: COMMENTS (649) INCREASED BY 264.6%, WHILE SHARES (7.2K) SAW AN EXTRAORDINARY INCREASE OF 2,395.8%. THE EXTREMELY HIGH NUMBER OF SHARES SHOWS THAT THE CONTENT WAS NOT ONLY ENGAGING BUT ALSO CONSIDERED HIGHLY VALUABLE AND RELEVANT ENOUGH FOR THE AUDIENCE TO SHARE IT.



*Let's work*  
**TOGETHER**