

REANDY SETIAWAN

Creative Marketing & AI Automation Specialist | Photographer & Videographer

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PROFILE

Creative marketing professional, photographer, and videographer with 10+ years of experience producing visual content for corporate, education, exhibition, and brand campaigns. Strong background in corporate event documentation, company profile production, promotional photography, social media content, and post-production. Currently expanding into practical AI automation for creative business operations, including n8n workflows, AI-assisted content systems, prompt engineering, agent-based workflow design, website/SEO audits, and social scheduling automation.

CORE SKILLS

Creative Production: Photography, videography, DOP, lighting, gaffer work, company profile video, event coverage, product/corporate campaign visuals.

Digital Marketing: Social media content planning, brand storytelling, B2B positioning, website copy, SEO/GEO basics, CTA and conversion optimization.

Post-Production: Photo editing, video editing, color correction, motion graphic basics, portfolio curation, publication-ready asset delivery.

AI & Automation: ChatGPT, prompt engineering, n8n workflow design, AI agents, Cursor/Codex-assisted workflow planning, Repliz scheduling, Telegram approval flows.

Workflow Tools: Google Drive/Sheets, Notion/Airtable-style CRM planning, Apify basics, WhatsApp/WAHA workflow exploration, Vercel/Netlify website deployment basics.

Creative AI Tools: AI-assisted ideation, content repurposing, AI image/video generation workflow planning, Photoshop/Lightroom AI workflow exploration.

AI & AUTOMATION EXPERIENCE

AI Content Workflow System | Whitepaper Production / Jia Photography | 2024 - Present

- Designed AI-assisted workflows for turning one photoshoot or corporate event into multiple assets: website case study, LinkedIn post, Instagram carousel, blog outline, WhatsApp follow-up, and testimonial request copy.
- Built structured prompt systems for content research, caption generation, visual direction, offer positioning, website audit, SEO/GEO review, and conversion-focused copywriting.
- Created practical workflow logic for social media scheduling using Google Drive content input, AI caption generation, Telegram-style approval, Repliz scheduling, and schedule status reporting.
- Designed agent-style roles for creative business operations, including research agent, copywriting agent, distribution agent, technical/infra agent, and analytics tracker.
- Explored lead-generation automation with Apify-style scraping, Google Sheets/CRM pipeline planning, WhatsApp follow-up concepts, and B2B outreach workflows for Jakarta-Tangerang corporate clients.

WORK EXPERIENCE

Marketing, Photographer & Videographer | Mentari Intercultural School | 2019 - Present

- Produced high-quality photo and video content for school events, promotional materials, website/social media use, and internal communication needs.
- Supported marketing strategies to strengthen school branding, improve audience engagement, and support student enrollment campaigns.
- Covered school events through photography and videography, managing shooting preparation, camera operation, lighting, and post-production delivery.
- Collaborated with the marketing team to create content that communicates school values, programs, achievements, and community activities.
- Managed editing and publication-ready assets for social media, campaigns, presentations, and brand communication materials.

Creative Lead & Photographer/Videographer | Whitepaper Production / Freelance Projects | 2017 - Present

- Delivered corporate event documentation, company profile videos, interior/exterior photography, product launch coverage, seminar documentation, and brand visual assets.
- Worked directly with clients to clarify objectives, plan visual direction, coordinate production, and deliver final assets aligned with brand and business needs.
- Built service positioning around B2B visual documentation for companies, schools, corporate events, and business owners in Jakarta-Tangerang.
- Developed website and portfolio direction for service-based lead generation, including clearer offers, CTA messaging, portfolio structure, and trust-building content.

Selected Client & Production Projects | 2017 - 2023

- Unilever Indonesia - Photographer & Creative (2023): Created photographic campaign assets and supported brand visual execution for product-related content.
- PT Duta Laserindo Metal - Videographer (2023): Directed and produced corporate profile video materials, including technical execution for lighting, sound, and camera operation.
- TEDxYouth - Producer & Creative Director (2022): Led production planning, event video concept development, team coordination, and post-event video output.
- PT Schott Igar Glass - Assistant Producer & Gaffer (2022): Supported production for company anniversary profile video, including lighting setup and on-set technical support.
- PT Gaya Motor / Astra International - Videographer & Assistant Producer (2019): Assisted company profile video production from planning, shooting, and editing support.
- The World of Ghibli Jakarta Exhibition - Videographer (2017): Captured event and exhibition video content and edited promotional/highlight materials.

SELECTED AI / DIGITAL PROJECTS

Website Audit & Conversion Optimization Workflow | Whitepaper / Jia Photography

- Used AI-assisted review frameworks to audit service websites across SEO, GEO, UX, CRO, copywriting, local intent, trust signals, and lead-generation clarity.
- Translated audit findings into practical website improvement tasks: hero copy, service structure, WhatsApp CTA, testimonials, portfolio labels, FAQ, and localized service keywords.

Creative Business Automation Architecture | Independent Learning & Prototyping

- Designed simple-to-upgrade automation architecture for content planning, approval, scheduling, lead tracking, reporting, and outreach support using AI tools and no-code workflow platforms.
- Documented practical agent workflows for creative services: lead researcher, content planner, caption writer, visual QC assistant, social scheduler, and performance tracker.

CERTIFICATIONS & TRAINING

- Manus Academy - Manus Fundamentals Certificate (Completed Jan 9, 2026).
- Manus Academy - Manus Intermediate Certificate (Completed Jan 9, 2026).
- Artifisial Academy - AI Chatbot with n8n for Social Media Automation, Certificate of Participation (2025).
- Blocktalk #18 / Bali Blockchain Summit - Blockchain Basics Webinar, Certificate No. 065/SERTIF/EXC/BBC/VI/2024.
- Coinkami Academy - Discover How to Earn Big in Web3 World Webinar (Completed Jan 31, 2024).

EDUCATION

Bachelor of Design - Visual Communication | Universitas Multimedia Nusantara | 2012 - 2016

Focus area: visual communication, cinematography, multimedia arts, creative production, and storytelling.

Social Sciences | Xaverius 1 Tanjung Karang | 2009 - 2012

LANGUAGES

Indonesian - Native | English - Working communication

TOOLS

Adobe Lightroom, Adobe Photoshop, Adobe Premiere, Canva, Google Workspace, ChatGPT, Gemini, n8n, Repliz, Telegram bot workflow, Apify basics, Cursor/Codex-assisted planning, Vercel/Netlify, Notion, WhatsApp workflow exploration.