

VIVALDI MAZZA

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West Sumatra, Indonesia

A multidisciplinary digital creative professional with hands-on experience in content production, digital marketing, web development, social media management, and IT support. Skilled in planning and executing promotional content, directing talent, editing photo and video materials, managing websites, building custom web-based solutions, and maintaining brand consistency across digital platforms. Adaptable, detail-oriented, and able to handle multiple responsibilities with clarity, discipline, and strong problem-solving ability.

EDUCATION

Politeknik Negeri Padang – Padang, Indonesia 2021 - 2025

Applied Bachelor Degree in English for Business and Professional Communication, CGPA: 3.71 / 4.00

Skills: Communication, Content Writing, Journalistic, Public Speaking, MICE Management.

Senior Highschool Number 2 Bukittinggi – Bukittinggi, Indonesia 2018 - 2021

Social Science

WORK AND INTERNSHIP EXPERIENCE

Madina Hospital Bukittinggi / Madina Foundation – Bukittinggi, Indonesia Nov 2025 – May 2026

Digital Marketer, Content Creator, Web Developer, Social Media Manager

- Responsible for digital promotion and content operations across the Madina foundation ecosystem, including RSU Madina Bukittinggi, Klinik dr. HERMAN SAFAR, Apotek Lima Farma Bukittinggi, and PT. HERDANIC AFDA DIHESA. Duties include shooting and editing promotional content, directing talents during production, and developing content concepts based on marketing needs.
- Manage the official websites of Urang Digital, a new digital agency established under the IT team of RSU Madina Bukittinggi, and Klinik dr. HERMAN SAFAR Bukittinggi. Also oversee the Instagram accounts of RS Madina, HERDANIC, and URANG DIGITAL.
- In addition, develop client-requested web applications and support website-related digital operations.

Bukittinggi City Tourism Department | Internship – Bukittinggi, Indonesia Aug 2024 – Feb 2025

Content Analyst, Content Creator, Videographer, Web Developer, IT

- Analyzed viral content patterns and implemented them into the department's social media strategy, including planning, on-field video taking, editing, and posting to increase engagement.
- Developed the Bukittinggi City Zoo website using HTML, CSS, and JavaScript.
- The website features bilingual animal data and guides visitors to specific animal pages via QR codes.
- Performed hardware replacement, maintenance, and upgrades, in addition to installing and upgrading Windows/Linux operating systems.
- Diagnosed device issues and provided technical assistance to department employees with IT-related problems.

Crewpers | Media – Padang, Indonesia

Feb 2024 – Jul 2024

Web Developer

- Created engaging and high-quality content for various platforms, including articles, blog posts, and website content.

- Utilized HTML coding to enhance layout and formatting, ensuring optimal readability and functionality.
- Managed website operations and functionality in collaboration with the CREWPERS team.
- Ensured seamless operation and functionality of the website, while also overseeing content quality and audience engagement.
- <https://www.linkedin.com/in/vivaldi-mazza>

Freelance – Padang, Indonesia

June 2024

Video Editor

- Edited video content with precision to meet project deadlines and client specifications.
- Collaborated with cross-functional videography teams and project leaders to align creative output with project goals.
- Conducted thorough quality control to eliminate errors and ensure final deliverables met technical and artistic standards.
- Implemented feedback from project leaders and clients to refine edits and maintain consistency with brand/event guidelines.

English Department | Politeknik Negeri Padang – Padang, Indonesia

Mar 2024

Web Developer

- Revamped a raw template using HTML, CSS, and JavaScript to enhance functionality and aesthetics.
- Crafted compelling content for various pages to improve user engagement.
- Collaborated closely with partners to enhance the website's overall quality and functionality.

Ikatan Dokter Indonesia – Padang, Indonesia

Oct 2023

Liaison Officer

- Operated PowerPoint presentations to support speakers during their sessions.
- Collaborated with various partners to manage stage control and files effectively.
- Managed participants' presentation files.

Politeknik Negeri Padang (NPEO) – Padang, Indonesia

May 2022

Liaison Officer

- Coordinated participant registration and ensured adherence to eligibility criteria.
- Organized practice sessions to prepare participants for the competition.
- Managed participants' documents and ensured their availability throughout the event.

ORGANIZATIONAL AND LEADERSHIP EXPERIENCE

KREASIOKA - Creative Industry Community / Digital Agency

Feb 2026 – Current

Agency Owner (One of Three Founders)

- Led and helped shape a creative industry community into a multi-service digital agency, bringing together several creative businesses under one organization.
- Responsible for maintaining organizational unity, managing human resources, and leading the IT and Human Resources divisions.
- Also contribute to strategic coordination to support the agency's operational stability and growth.

CREWPERS - News Media

March 2024 – August 2024

Website Manager

- Responsible for the entire publication process.
- Led website management and coordinated content publication with the CREWPERS team.
- Ensured seamless operation and functionality of the website, while also overseeing content quality and audience engagement.

- Collaborated effectively with team members to create a compelling platform for entertainment news and insights.

SERTIFICATION, ACHIEVEMENTS, OTHERS

BNSP - Indonesian Professional Certification Authority / Indonesian Digital Marketing Professional Certification Agency – Padang, Indonesia November 2025

Artificial Intelligence-Based Digital Marketing

- Determining Artificial Intelligence (AI) solution business goals
- Planning research on a product and/or brand
- Processing research data
- Reviewing data
- Collecting data about audiences
- Analyzing consumer data
- Developing advertising content strategy
- Creating advertising content material
- Formulating advertising campaign strategy

Wadhvani Foundation – Padang, Indonesia

January 2024

21st Century Employability Skills Program – Advanced

- Understanding various communication methods, both oral and written.
- Understanding how to provide excellent service and build strong customer relationships.
- Systematic approaches to problem-solving and creativity in finding effective solutions.
- Collaboration within a team and positive contribution to group dynamics.
- Skills in managing digital information and adapting to technological changes

TOOLS

Microsoft Office, Google Services, Blogger, CapCut, Canva, VSCode, GitHub, Vercel, AntiGravity.

SKILLS

Content Writing • Communication • Public Speaking • Journalistic • MICE Management • Critical Thinking • Creative Problem Solving • Scriptwriting • Search Engine Optimization (SEO) • File Management • Web Development (HTML, CSS, JavaScript) • IT Troubleshooting (OS & Hardware) • Hardware Maintenance & Upgrades • Customer Service & Relationship Building • Teamwork & Collaboration • English • Business English

LANGUAGE SKILLS

Bahasa Indonesia (Native), English (Advanced)