



Asshah Bayana Fittrain

Content Creator | Editor

08970531582 | assabanna0612@gmail.com | Jember - East Java

I'm a **content creator** with **3+ years** of **experience**, **starting** in **2021**. Using **Canva**, I **design graphics** from my **product photos** for Instagram. I **edit videos** with **CapCut** for Instagram Reels, TikTok, and more, consistently **increasing visitors and followers**, **Lightroom** for editing colour, and **CapCut desktop** for more **advanced video editing**. My focus is on **creating visually appealing content** that resonates across **social media**.

Education

SMA 4 Jember
2019

Natural Science Department

As a student who studies natural science as a major, I do a lot of practicum and theoretical learning about natural science. During my schooling, I was **awarded as the 2nd winner in the story telling** event at the school level.

University of Jember
2021 - Now

Bachelor of English Education

In-depth study of English literature, linguistic theory and language structure. Also study specialized courses in educational theory, pedagogy, and effective teaching methodologies. Develop practical teaching skills through hands-on classroom experience during the teaching practicum. Study curriculum development, lesson planning, and technology integration in English education.

Work & organization experience

HMP FKIP B.INGGRIS
2021 - 2023

Himpunan Mahasiswa Program Studi (HMP)

I held key roles in the **Himpunan Mahasiswa Program Studi (HMP)**. As HMP Treasurer, I **managed finances**, showcasing my **budgeting skills**. As **Secretary**, I **excelled in organization and communication**. Additionally, I served as **Secretary Coordinator Receptionist**, enhancing my **interpersonal abilities**.

Content Creator
2021 - Present

Content Creator & Social Media Specialist

Bringing creativity to life through visual storytelling, I've amassed diverse experience as a **content creator since 2021**. I started at **Jjangpocha Korean Food**, and later at **PT. EigerIndo** as **Retail Assistant & Content Creator**, where I honed **skills in video editing, graphic design, and social media management**.

In 2022 - 2025, I **expanded** my portfolio, contributing to **various brands** :

Language

- Indonesia
Native
- English
Proficient

- **Metal Photo Studio (2025):** Designed visual materials and promotional content to support the studio's branding needs.
- **Sehat Praktik Dokter Hewan (2024 - 2025):** Produced educational social media content focused on animal care and welfare. Developed informative posts to raise awareness among pet owners and animal lovers
- **Rindang (2022 - 2025):** As part of the **multimedia team** for a **retail store** specializing in house equipment, I leverage design skills to **create engaging content** and customer service.
- **by.kreatifkita (2023 - 2025):** Collaborating with an organization focused on creative empowerment, **producing content** for events teaching creativity, especially for women and moms.
- **Kenyang Paten (2024 - 2024):** Elevating the aesthetic appeal of a food recommendation through **video editing** also do **editing for social media post**, with an **aesthetic and minimalist touch**.

App knowledge

- Capcut/ VN
- Spreadsheet
- Excel
- Canva
- Lightroom

This dynamic journey showcases my ability to adapt and innovate, consistently delivering compelling content across various industries.

Lampiran

Asshah Bayana Fittrain

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PROVINSI JAWA TIMUR
KABUPATEN JEMBER

NIK : 3509214612020004

Nama : ASSHAH BAYANA FITTRAIN
Tempat/Tgl Lahir : JEMBER, 06-12-2002
Jenis kelamin : PEREMPUAN Gol. Darah :-
Alamat : PERUM MASTRIP BB - 11
LINGK. GUMUK KERANG
RT/RW : 001/021
Kel/Desa : SUMBERSARI
Kecamatan : SUMBERSARI
Agama : ISLAM
Status Perkawinan: BELUM KAWIN
Pekerjaan : PELAJAR/MAHASISWA
Kewarganegaraan: WNI
Berlaku Hingga : SEUMUR HIDUP



JEMBER
03-07-2025



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ASSHAH BAYANA FITTRAIN
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Pendidikan Bahasa Inggris




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 **MINISTRY OF EDUCATION, CULTURE,
RESEARCH, AND TECHNOLOGY**
 **UNIVERSITY OF JEMBER**
Faculty of Teacher Training and Education

**CERTIFICATE
OF APPRECIATION**
Nomor: 7284 /UN.25.1/KM/2023
THIS CERTIFICATE IS PRESENTED TO

Asshah Bayana Fittrain
AS
TREASURER
IN ESA (English Students' Association)
Jember, 22 May 2023
Dean of FKIP
Jember University


Prof. Dr. Bambang Soepeno, M.Pd.
NIP. 196006121987021001