

Creative
PORTFOLIO



Zahra Febryadiza - Creative Concept Content Writer / Director Event / Creative Event



ABOUT ME

I have positive energy and high creativity, easy to get along with, approachable, and I also like challenges outside my comfort zone.

EDUCATION BACKGROUND

2019 - 2023



ESQ Business School

Major: Business Management (Scholarship Type B)

2015 - 2018



SMA Labschool

Major: Social Studies

2012 - 2015



SMP AL - Azhar 19

Bilingual (English and Bahasa)

WORK EXPERIENCES

Event Creative and Floor Director (ESQ Group) | Dec 2021 - Dec 2022

- Concepting creative segment for the event
- Manage the flows of the event
- Lead the team and arrange the jobdesk for every division
- Lead the flows of the event
- Managed to execute the event on time with VIP guests
(Indonesian Ministers)

Creative Content Writer (Freelance) | Dec 2021 - Present

- Concepting a video campaign according to the client brief
- Make a social media plan for client
- Present the references and story board
- Directing team for the execution

Merchandise Supplier (Freelance) | Dec 2021 - Present

- Present the merchandise price comparisons and tenders
- Supply more than 5.000 items needed by the company



F&B

Creative Concept Photo



Creative Concept and Directing Photographer by Zahra Febryadiza



PORTOFOLIO

Client: ESQ Business School | soft selling video for social media ads | Content Concept by Zahra Febryadiza

STORY BOARD

#MulaiDariKamu - 30s

Opening

(Suasana jam 2-3 pagi)

(Rudi seorang mahasiswa bisnis yang fokus banget lagi motong-motong kain bahan baju untuk bikin mockup produk bisnisnya) Rudi: (Sambil nyanyi-nyanyi sendiri ala acapella)

VO: "Katanya, ini cerita tentang mereka yang gak bisa apa-apa."

Quick panning

(Dinda semangat untuk membuat resep makanan untuk bisnis makanannya di jam 3 pagi, ngeliatin jam dinding) Dinda: "Ini perasaan gram nya segini deh, berapa sih hitungannya tadi??" (sambil asik sendiri)

VO: "Mereka yang katanya lemah."

Quick panning

(Dimas yang serius menampar-nampar pipi untuk menyemangati dirinya nyelesain tulisan untuk bikin buku) Dimas: "Yok bisa yookkk!"

Vo: "Mereka yang katanya sering gelisah."

Quick panning

(Astrid yang lagi serius banget ganti-ganti pensil/peralatan sambil desain untuk klien) Vo: "Dan mereka yang katanya suka resah."



VIDEO RESULT FROM THE STORY BOARD

<https://drive.google.com/file/d/1eaU9bjAq1cs4bc8WQnUNoTY5KCe1zunS/view>

Client: ESQ Business School
Soft selling video for social media ads
Video Director: Zahra Febryadiza



PORTOFOLIO 2 | VIDEO RESULTS

<https://drive.google.com/file/d/1H8WYZul6WIBWBVOIRWWFpmKTAOvuSmvv/view?usp=sharing>

Redup (Realita Kehidupan)

Content Campaign Videos for Event

Goals: raise the awareness of the importance of self control

Content concept and video director by Zahra Febryadiza

Let's work
Together

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With love, Zahra Febryadiza