



YOGI PUTERA PAMUNGKAS RUKMAN

+62-857-1940-4865 • yogiputerapr@gmail.com

[LinkedIn](#)

[Portfolio](#)

Creative Communication Specialist

Hi, I'm Yogi — a creative communication specialist from Indonesia passionate about turning ideas into impactful visuals. I've worked with purpose-driven organizations like BHAVANA Foundation, YOUTHTOPIA, and Bye Bye Plastic Bags, developing visual identities, multimedia content, and campaigns that resonate deeply with their audiences.

My approach blends data, human-centered storytelling, and creative execution to transform complex messages into clear, engaging, and meaningful visuals.

Since October 2024, I've also been building Sibhumiasri — a scalable waste management initiative focused on developing community-based circular solutions.

Skills

- Core Skills** : Leadership, Communication, Problem-solving, Collaboration, and Adaptability.
- Practical Skills** : Brand Strategy, Visual Storytelling, Digital Marketing, Project Management, Data Interpretation, Creative Writing.
- Transferable Skills** : Strategic Thinking, Client & Stakeholder Relations, Time Management, Networking, Public Speaking & Presentation.
- Specialized Skills** : Creative Direction, Content Strategy, Multimedia Production, Creative Trend Research, Copywriting, Design & Productivity Tools (Adobe Creative Suite, Affinity Suite, DaVinci Resolve, Google Workspace).

Employment History

Co-Founder & Operations Lead at Sibhumiasri,
Umbulharjo, Yogyakarta
October 2024 - Present

- **Program Design & Implementation:** Led waste interventions at events like URUP 2025, diverting 100% more than 1.6 tons of waste from landfills through community-based and scalable systems.
- **International Collaboration:** Co-hosted a talk show, workshop, and village tour event with Sekolah Sungai Siluk for NUS' Global Exchange 2025, sharing practical waste solutions to inspire global sustainability practices.
- **Toolkits & Replicability:** Created service menus and pilot playbooks that streamlined partner onboarding.
- **Community-Driven Approach:** Ensured all interventions were inclusive, locally adapted, and applicable.

Creative & Communication Specialist at BHAVANA Foundation,
Umbulharjo, Yogyakarta
November 2023 - Present

- **Brand Identity & Strategy:** Created impactful brand identities that aligned with sustainability goals and boosted visibility.
- **Content Creation & Storytelling:** Developed engaging materials to raise awareness, foster partnerships, and inspire action for sustainability.
- **Collaboration & Outreach:** Strengthened partnerships with local organizations, driving initiatives for human-nature coexistence.

Creative Designer at YOUTHTOPIA,
Badung, Bali
September 2022 - September 2023

- **Brand Identity & Engagement:** Enhanced brand recognition and strengthened social media presence through strategic visual design and asset management.
- **Campaign Visual Production:** Created diverse visual materials for campaigns, educational posts, and events to drive youth participation and awareness.
- **Global Impact:** Crafted impactful marketing materials to amplify YOUTHTOPIA's reach and inspire young changemakers worldwide.

Employment History

Freelance Creative Specialist

Serang, Banten

November 2021 - Present

- Initiated **Citta Nitimanta**, a performance with 10+ artists to commemorate World Women's Day, engaging 100+ attendees.
- Co-organized **Laga Tandang** with over 10+ performances, attracting over 500+ visitors and increasing the visibility of Serang's creative industries, especially music.
- Launched **Start Scratch: Basic Collage**, introducing collage art to 50+ participants and fostering community engagement.
- Created multilingual visuals with **GRAIN Organisation** for Food and The Climate Crisis article, increasing global engagement by 30%.

Graphic Designer (Short-term Contract) at Quanta Land Indonesia,

Tangerang, Banten

June 2021 - October 2021

- **Design & Branding:** Created visual assets for marketing and promotional materials, aligning with Quanta Land's project identities and goals.
- **Collaboration & Delivery:** Worked with project teams to provide design solutions across print and digital platforms, boosting client engagement.
- **Project Management:** Managed multiple design projects, meeting deadlines and client expectations while ensuring high-quality output.

Production Assistant at IDN Pictures,

Cilandak, South Jakarta

September 2020 - March 2021

- **Production Coordination:** Assisted in coordinating logistics, ensuring smooth daily operations on set.
- **Support & Organization:** Helped with administrative tasks, equipment setup, and on-set organization across departments.
- **Communication & Workflow:** Facilitated communication between crew and directors, ensuring efficient workflows and timely production.

Creative Director at RIORs,

Tangerang, Banten

June 2019 - September 2020

- **Brand Identity & Strategy:** Redefined RIORs' brand identity, enhancing social media presence and sales.
- **Campaign Direction:** Led marketing campaigns, boosting customer engagement and sales in the athletic and fitness sectors.
- **Partnerships & Growth:** Secured partnerships with football teams and community organizations, strengthening brand reputation and driving engagement.

Freelance Production Assistant

Tangerang, Banten

May 2017 - June 2019

- During my studies in university, I also took my time to work as a freelance production assistant with various agencies & production houses.

Education

Bachelor of Design, Universitas Multimedia Nusantara,

Tangerang, Banten

August 2015 - July 2020

- **Bachelor of Design, Visual Communication Design. 3,01 GPA.**
- **Thesis Title:** Strategic Promotional Design for Riors Sportswear in Tangerang (Overall Score: A-).
- **Majoring in Visual Communication Design** under the International Undergraduate Program certified by ASEAN University Network - Quality Assurance (AUN-QA).