


Pandu
curriculum vitae



Beda Deva Pandutama

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 devapandutama

Name: Beda Deva Pandutama

Sex: Male

D.o.B: Sleman, August 2nd 1991

Marriage Status: Single

Religion: Catholic

Address: Griya Timoho Asri 2 Blok E-12B, RT 48/RW 01, Muja Muju, Umbulharjo, Yogyakarta, Daerah Istimewa Yogyakarta

Hi, my name is Beda Deva Pandutama, my friends often call me Pandu. I graduated from the Department of Communication Science in Universitas Gadjah Mada. During my time in university, I took the Strategic Communication concentration and learned a lot about advertising and public relations. My weekly assignments during university forced me to think creatively in creating communication strategy for companies or brands.

Not only in a classroom, I also learned outside the classroom together with my friends. Together, we made a small production house called Kuda Mistis Production that provides photography and videography services for different kinds of events. We started this as a hobby but throughout the journey we learned a lot about photo and video production and small scale business management.

Generally I'm a positive guy who is open to any ideas and constructive criticism. I also write stories when I feel inspired, that happens mostly in the middle of the night. And on the weekends, I prefer hanging out with my close friends rather than going to parties. Or maybe take a walk and take some photos with my film camera.

EDUCATION



Bachelor of Political Science
Communication Science Department
Advertising & Public Relation Concentration
Universitas Gadjah Mada
2009-2016
GPA: 3.29

STUDENT EXPERIENCE



Rwemedia
Intern Copywriter
2013 (3 months)



Kuda Mistis Production
*Scriptwriter, Camera Person,
Photographer, Video editor*
2014-2017 (3 years)

ACHIEVEMENTS



Silver
BG Award
2013



Silver
Young Film Director
2014



Bronze & Finalist
Ambient Media & Radio Ad
2013



AD STARS 2015

Finalist
Youngstars
2015



5th Place Winner
Transpay Online Video Contest
2015

STUDENT WORK



PLOK!

Silver BG Award Citra Pariwara 2013

A corruption prevention campaign through early education.

OOT OUT OF TOPIC

Out Of Topic (OOT) adalah permainan kartu yang didapatkan untuk mengalihkan kebiasaan orang-orang yang menerima notifikasi smartphone saat mereka kehabsian topik pembicaraan. Kartu beserta playmat akan diletakkan di tempat-tempat hangout anak muda seperti di taman, di kafe, kampus, kantor, tempat wisata, dan lain-lain. Istilah OOT memiliki dua makna yaitu "di luar topik pembicaraan" dan "kebiasaan topik pembicaraan". Karena dua makna yang berhubungan dengan permasalahan utama tersebut, kami memilih OOT sebagai nama permainan.



Problem
orang-orang cenderung melihat gadget saat berkumpul bersama teman-teman

Insight
melihat gadget adalah kebiasaan ketika seseorang kehabsian topik pembicaraan

Solution
membuat permainan kartu untuk mengalihkan pembicaraan

Kian layanan masyarakat ini dipersembahkan oleh



Out of Topic

Bronze Ambient Media Caraka Festival 2013

A social campaign that encourages people to talk to each other rather than staring at their own phone.

(sfx jangkrik malam hari)

Pemuda: Mbah

Mbah dukun: Hmm

Pemuda: Anu, kayaknya saya kena jampi-jampi nih mbah. Udah sebulan saya gak bisa liat depan, bisanya nunduuuk terus. Gara-gara itu saya dicap aneh sama temen-temen, mereka gak ada yang mau ngobrol sama saya. Tolong dong mbah saya dibantu.

*(((PRAAKKK))) *suara HP dibanting**

Pemuda: Yaaaahhh mbah, HP saya kok dibanting sih?!!

Mbah dukun: Makanya nak, kalo ketemu orang tu ngobrol! NGOBROL!!
bukannya main HP terus!

VO: iklan layanan masyarakat ini dipersembahkan oleh diet gadget forum, P3I, dan Suara Merdeka.

Jampi-Jampi

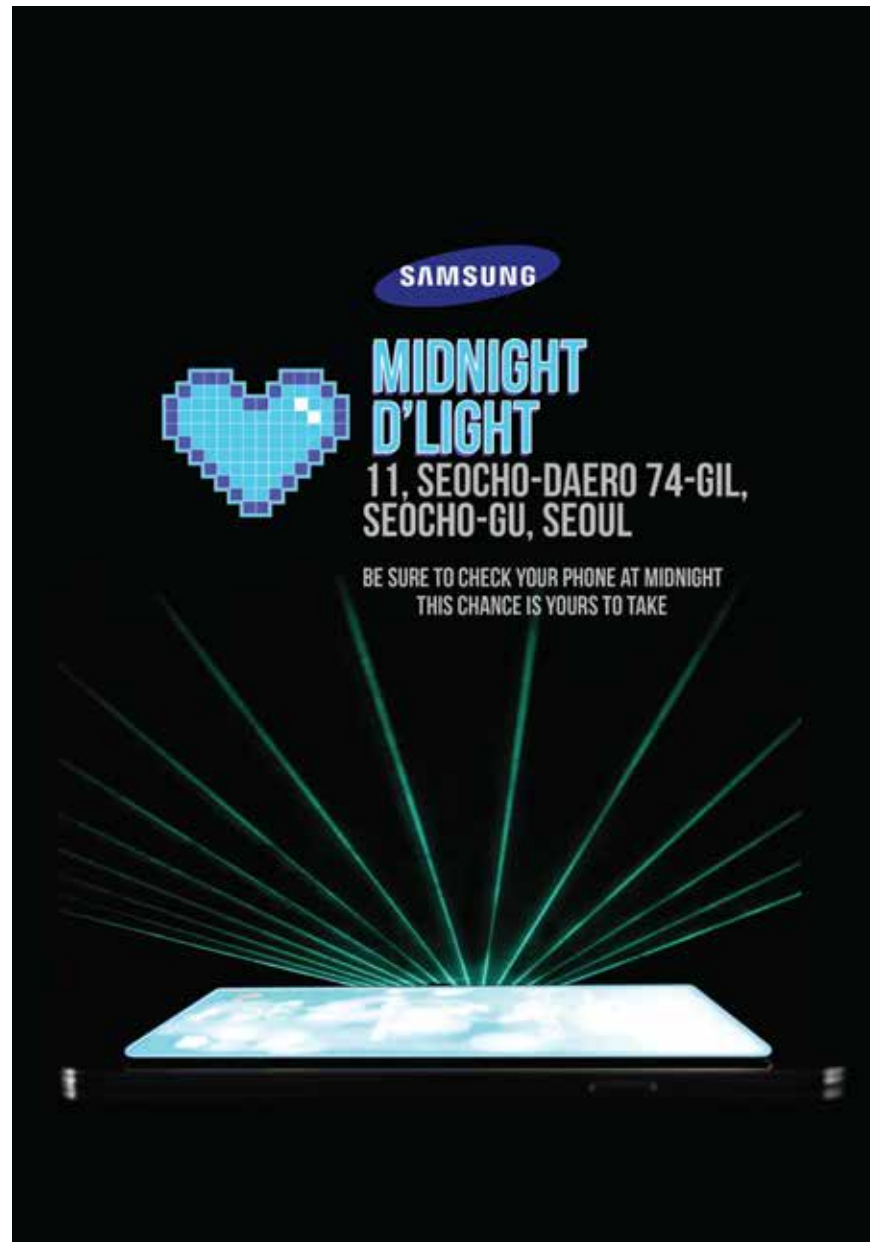
Finalist Radio Ad Caraka Festival 2013



Video Motivasi

Silver Young Film Director Pinasthika 2014

A satirical video that points out how meaningless a motivational video is when we don't really act to change Indonesia.



Samsung Midnight Delight

Finalist Youngstar Category, South Korea Adstars 2015

An event poster to promote new Samsung store.



Living the Dream

5th Place Winner Transpay Online Video Competition 2015

A commercial video that shows how Transpay helps a freelancer gets a better life by providing a safe, easy, and quick payment platform.