

Dewi Mustika

Content Strategist & Ghost Producer

15+ YEARS IN BROADCAST · OVERSEAS CLIENTS · SYSTEMS THAT WORK

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INTRODUCTION

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BEHIND THE WORK

Content Strategist. Ghost Producer.

Broadcast-trained. Digitally fluent. Built for founders who need content that works.

I started in broadcast, TV and radio, where producing content was not optional and deadlines were absolute. For 15 years I managed editorial direction, led production teams, and made sure every program reached its audience on time, every time.

Now I bring that same discipline to the digital world, helping founders and brands build content infrastructures that feel intentional, human, and sustainable. No more figuring it out on the fly.

This portfolio covers three areas: social media management for an overseas personal brand, website creation from scratch for a professional services firm, and large-scale broadcast production leadership.

CORE COMPETENCIES

<p>Content Strategy</p> <p>Editorial planning, caption writing, platform strategy, analytics tracking</p>	<p>Production & Systems</p> <p>End-to-end content production, scheduling, quality control across platforms</p>	<p>Team & Editorial</p> <p>Leading creative and production teams in high-pressure broadcast environments</p>
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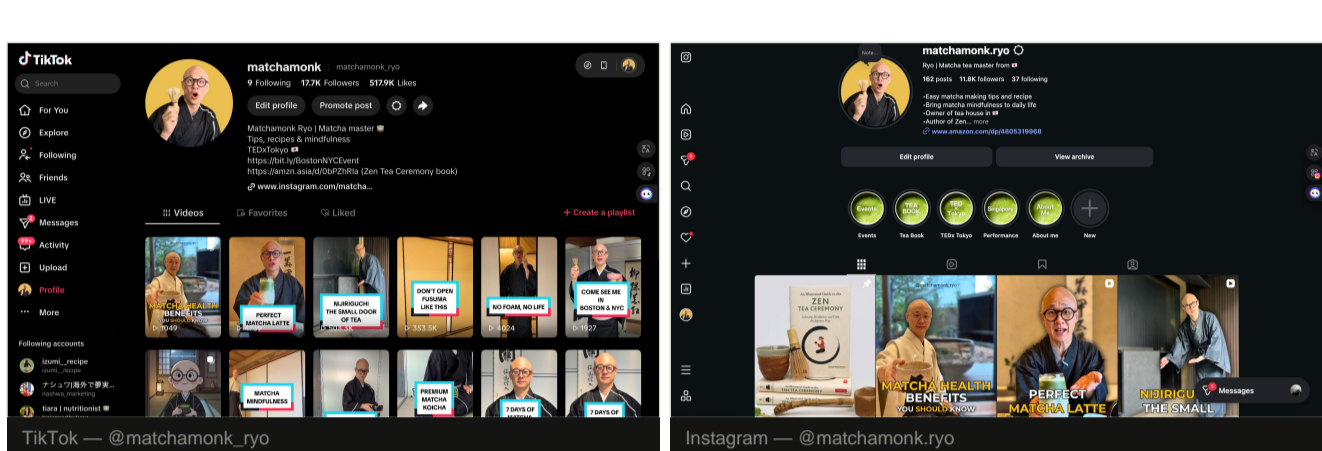
PROJECT 01 / 03 · SOCIAL MEDIA MANAGEMENT

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PROJECT 01 / 03

Social Media Management

@matchamonk.ryo · TikTok & Instagram · Overseas Personal Brand



THE CLIENT

Matchamonk Ryo is a Japanese matcha master, TEDx Tokyo speaker, and author of the Zen Tea Ceremony book. A strong personal brand with a clear vision, that reached out to collaborate and build a consistent content system together.

WHAT I DID

- Cover design and visual content creation
- Caption writing and storytelling
- Content scheduling and posting
- Performance tracking and analytics review
- Content strategy discussions and iteration
- Video editing support when needed

<p>0 to 10K+</p> <p>Instagram followers grown from scratch</p>	<p>17.7K+</p> <p>TikTok followers built alongside</p>	<p>162+</p> <p>Posts produced across platforms</p>
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Growing a following from zero requires more than posting. It requires a system. Every caption, every cover, every post was part of a deliberate strategy to build authority and community, consistently.

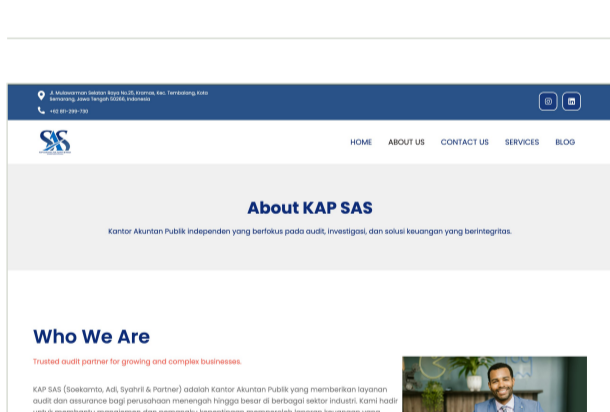
PROJECT 02 / 03 · WEBSITE DESIGN & DEVELOPMENT

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PROJECT 02 / 03

Website Design & Development

KAP SAS Semarang · Built from Scratch · Professional Services



THE CLIENT

KAP SAS is a certified public accounting firm in Semarang, a professional services firm that needed a credible, structured digital presence to match the gravity of their work.

WHAT I DID

- Concept and structural planning
- Visual design and layout
- Copywriting and content structuring
- Full development and publishing

WHY IT MATTERS

Building for a professional services firm means designing trust: structure, clarity, and credibility must come through immediately. This demonstrates content infrastructure thinking, not just execution.

<p>End-to-end</p> <p>Concept to live website</p>	<p>0 to live</p> <p>Built entirely from scratch</p>	<p>kap-sas.co.id</p> <p>Currently live and active</p>
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PROJECT 03 / 03 · BROADCAST PRODUCTION LEADERSHIP

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PROJECT 03 / 03

Broadcast Production Leadership

Leading National TV Broadcasters · Indonesia · 15 Years

CAREER OVERVIEW

For 15 years, I worked as a producer at leading national television broadcasters in Indonesia, including one of the country's largest TV networks. My career was built around one core skill: making sure complex, high-stakes content reached its audience on time, every time.

KEY RESPONSIBILITIES

Editorial Direction

Defining creative and editorial vision for programs, from concept brief to final broadcast.

Team Leadership

Managing large production teams across departments: talent, crew, editorial, and operations.

Live Program Production

Full responsibility for large-scale live TV programs from pre-production through post-production.

Quality & Consistency

Maintaining broadcast standards across every episode. No exceptions, no delays.

<p>15 Years</p> <p>Broadcast production</p>	<p>National Scale</p> <p>Major TV networks across Indonesia</p>	<p>Live Programs</p> <p>End-to-end production lead</p>
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The discipline of broadcast production, managing teams, meeting deadlines, and maintaining quality at scale, is exactly what makes content systems work in the digital world. Every strategy I build for founders today is grounded in 15 years of making content happen, no matter what.

LET'S WORK TOGETHER

LET'S CONNECT

Ready to build something that lasts?

I'd love to hear about what you're building.

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Available for remote collaboration