

YONATHAN MICKELSEN PORTFOLIO



Aloha! My name is Yonathan, and welcome to my portfolio! I have more than eight years of experience in design, hospitality, marketing, and tech, gained through volunteering in California, directing a restaurant and villa group in Java, and working in Hawai'i. Please feel free to peruse and explore these pages—take anything that inspires you. Creativity, curiosity, and compassion are my heartbeat, and I hope this portfolio reflects that.

Best regards,

Yonathan Mickelsen



INSTAGRAM PORTFOLIO

Started from Scratch

Kala Cabin & Restaurant group opened September 2020 and included three restaurants and cabins. Everytime a new F&B outlet was launched, we launched new social media assets and created its branding.



kalacabin

Follow

Message

Kala Cabin Bandung

Cabin

Villa with Private Swimming Pool next to @kalacemara &

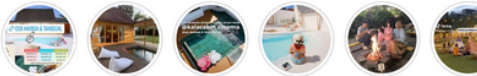
@ruanglapang

Sersan Bajuri, Bandung

BOOKING HANYA MELALUI WA... more

sites.google.com/view/kalacabinlinktree

Followed by christinafaithchandra, titaniumcyan + 6 more



Pricelist Classic 6 ... Cinema 9... Chill 12 pax @ruangla... @kalac

203 posts

85.5K followers

118 following



Kala Cabin

Kala Cabin's brand is about warmth, coziness and feeling whisked away in a mountain getaway.



kalacemara

Follow

Message

Kala Cemara Bandung

@kalacemaraevents

Buka Setiap Hari 🥰

Live Music Setiap hari Sabtu

weekdays 14:00-22:00

w... more

linktr.ee/bukitsenja

Followed by christinafaithchandra, titaniumcyan + 8 more



promo bu... @kalacabin rekomen... Menu pesan da... painting

367 posts

42.3K followers

275 following



Kala Cemara Park

Kala Cemara is about family and togetherness in an outdoor setting. A specific key selling point is its kids-friendly nature and we tried to show off snapshots with vibrancy and a joyful feel.



ruanglapang

Follow

Message

Ruang Lapang Bandung

Park

Bandung

Buka setiap hari,

jam 14:00 - 22:00

pakai baju hangat yaa

... more

linktr.ee/bukitsenja

Followed by christinafaithchandra, titaniumcyan + 8 more



promo bu... @kalacabin MENU bingung?... petunjuk wall of f

349 posts

44K followers

264 following

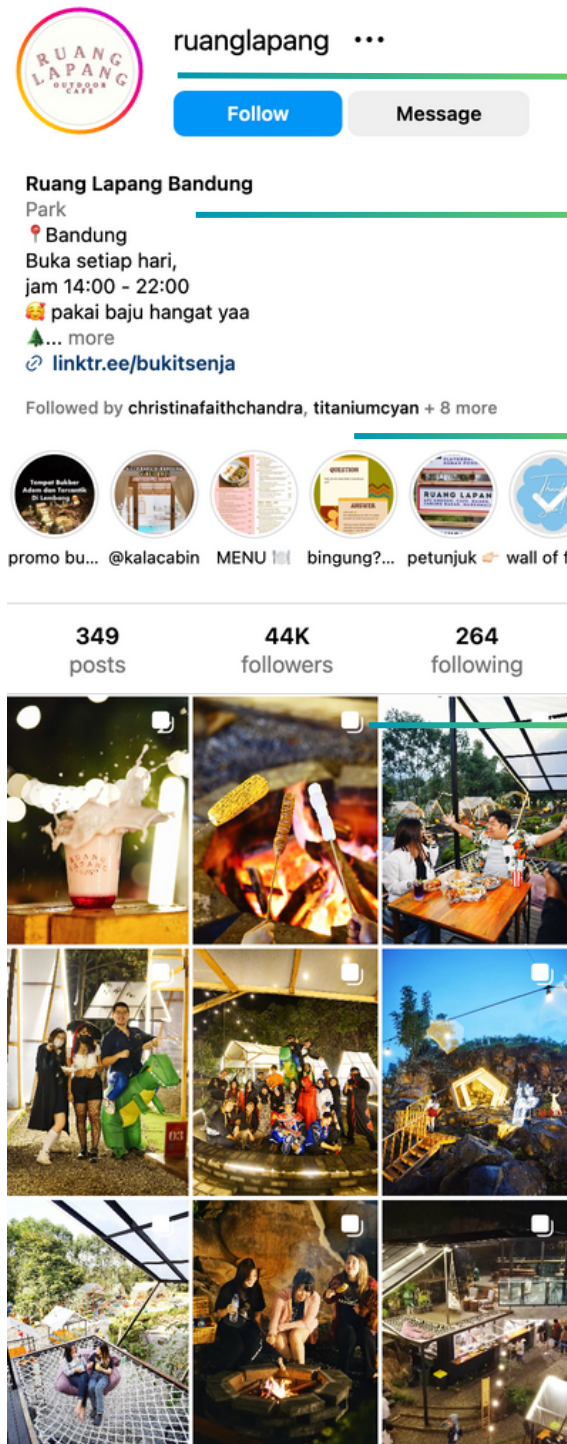


Ruang Lapang Café

Ruang Lapang Café's key selling point is the bonfires, so that is always on display. During night time, the space lights up - it has more of a youth "hanging out" vibe to the location, so we tried to convey that through the shots we chose to display.

INSTAGRAM PORTFOLIO

YONATHAN MICKELSEN PORTFOLIO



A full red circle **invites** users to click on the stories and see what we or others have posted.

For many, your Instagram feed is the first time a customer enters a space curated by us. Everything you need to know should be able to seen from a first glance: our location, time and general flair.

Stories highlights give quick FAQs, Wall of Fame photos and Menu

As much as possible try to post a **short reel, or a picture slideshow** as the longer someone spends at your post will boost our page on the algorithm.

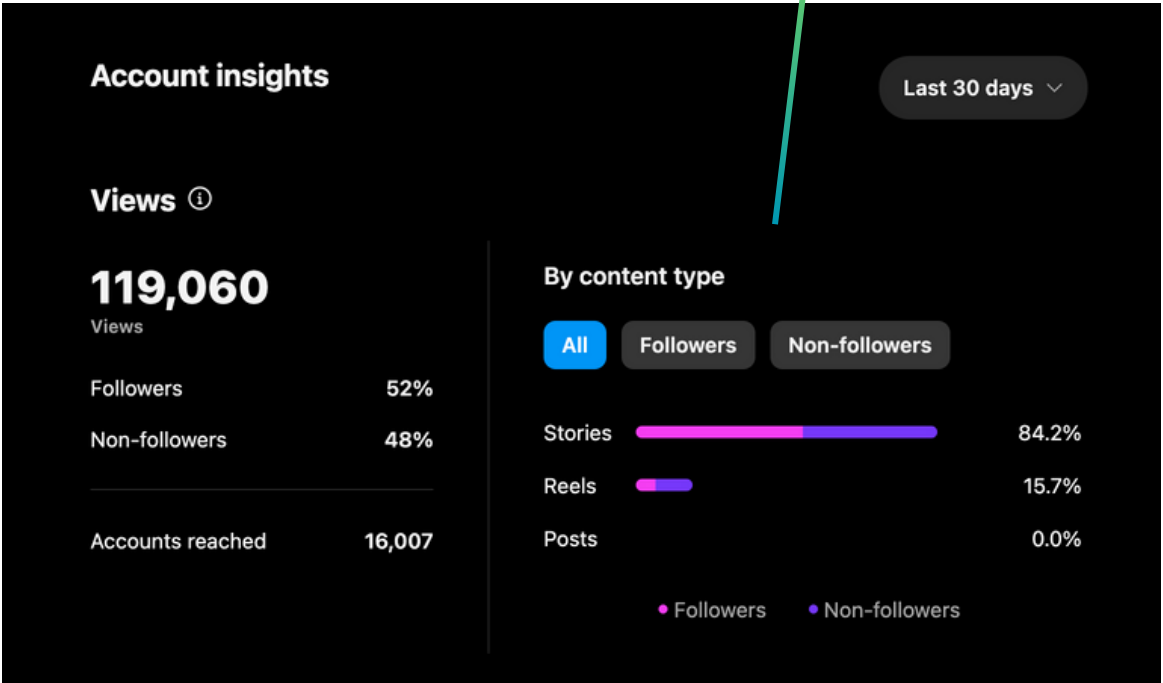
As a rule of thumb, we always strive to have the brand's unique selling points visible at a first glance in the first 9 slots of an Instagram page. Most viewers will probably take a quick glance and go back to their social media habits, make sure that quick glance **hooks** them to find out more and **provides the why they need to know more about us.**

INSTAGRAM PORTFOLIO

YONATHAN MICKELSEN PORTFOLIO

Stories & Reels

In my experience, this ratio has always been the case for Instagram, since they released Stories & Reels. Stories & Reels get more engagement and was a big part of our social media strategy

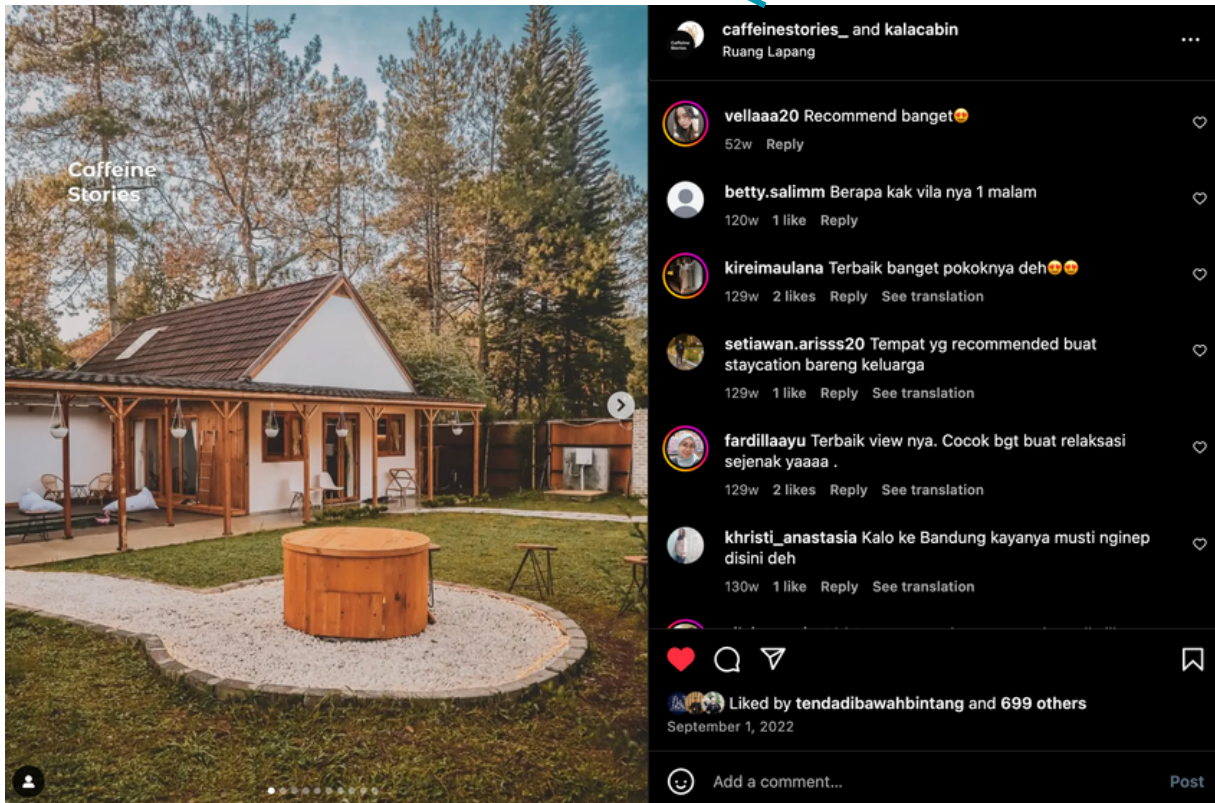


INSTAGRAM PORTFOLIO

YONATHAN MICKELSEN PORTFOLIO

Collaboration with Influencers (Every 2-3 months or so)

Influencers are just people - and they like to collaborate. We often invited them to the restaurant, provided them a free meal and just got to know them. In exchange, they post about our location and we accepted the collab on Instagram to drive their followers to our page.



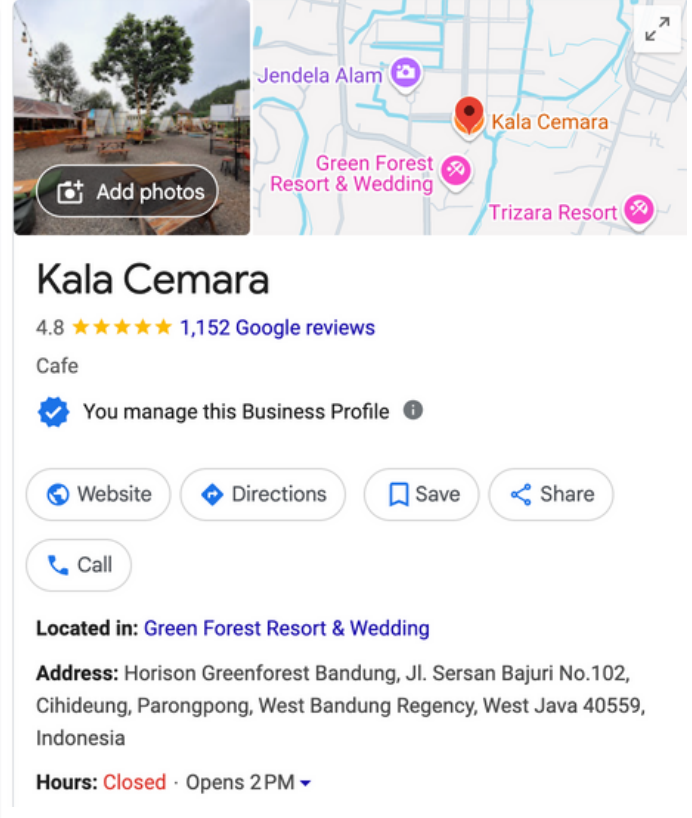
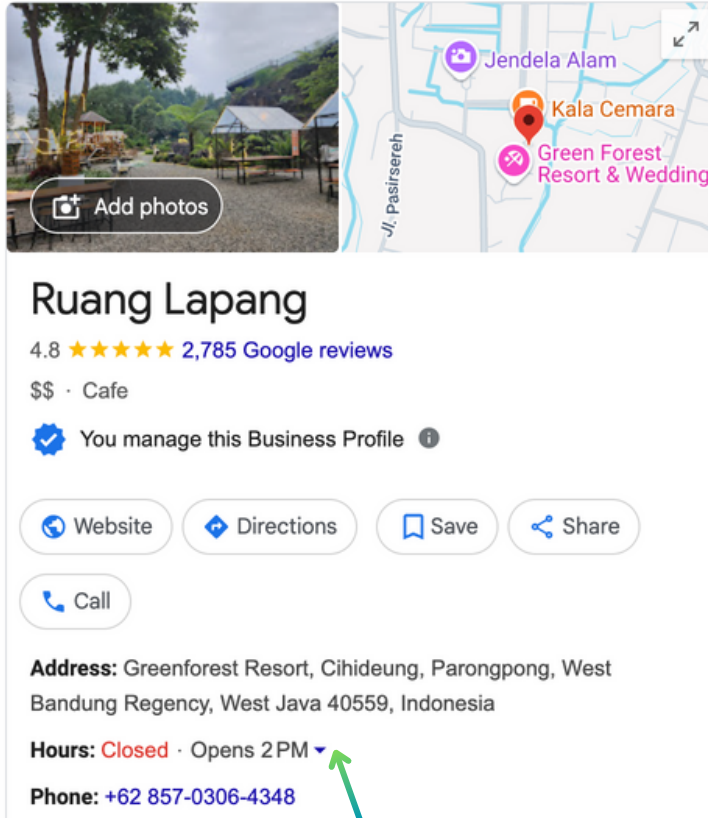
Fighting Off Hackers With 2 Factor Authentication

During 2021, one of our marketing staff got phished by a “Instagram star offer” and our Instagram account got hacked. Through help with someone inside Meta, we retrieved the account and since then we **always make sure that all our digital assets are secured with 2 Factor Authentication and all staff who deal with digital assets are aware of phishing scams.**



GOOGLE MAPS PORTFOLIO

YONATHAN MICKELSEN PORTFOLIO



Updated Hours for Special Events

Updating hours on Maps / Google Maps will inform people of our dynamic schedules. Informed customers means less stressed out and angry customers by the host stand demanding to get in when we have special events.



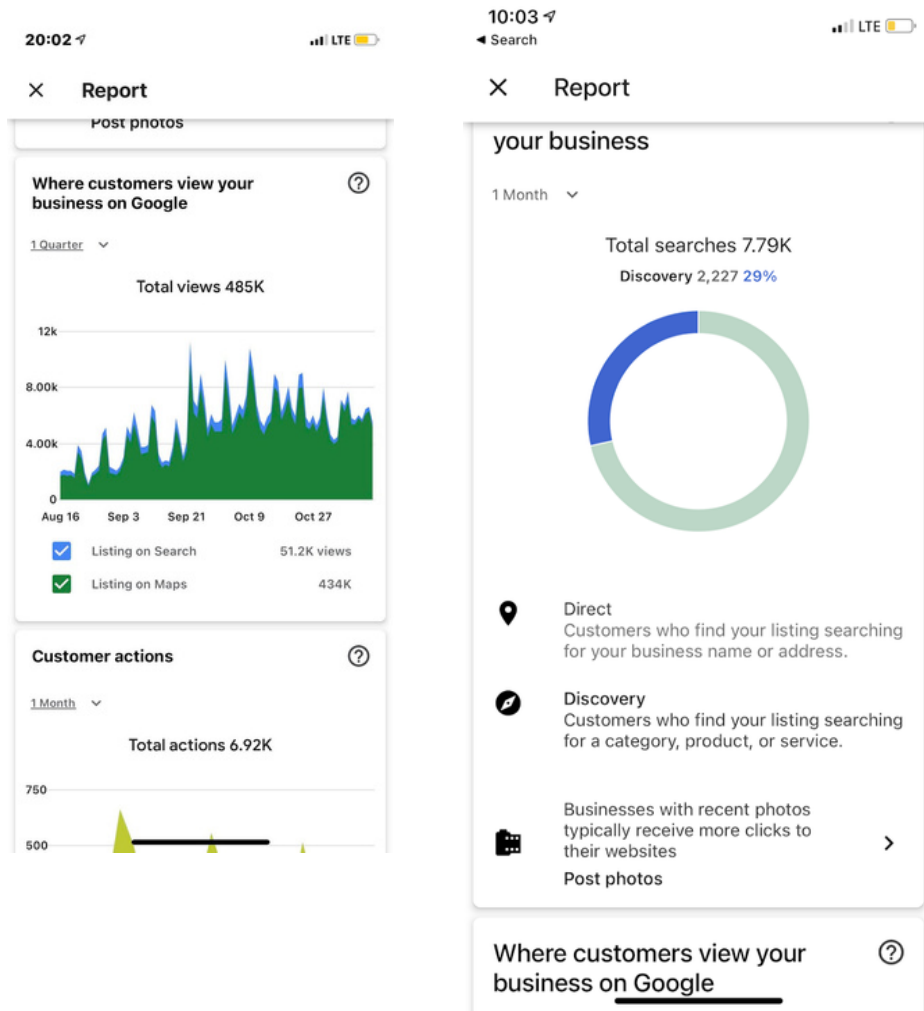
Reviews Responded to By General Managers & Admin Staff

We made sure our reviews were always responded to. In the restaurant, acrylic displays recommended customers to share their favorite photo / review online.

GOOGLE MAPS PORTFOLIO

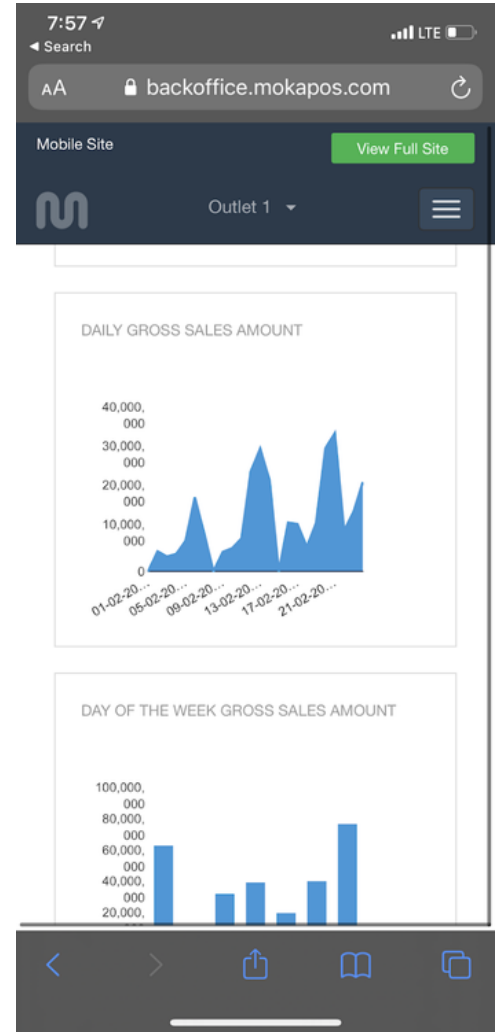
**More Traffic on Google Maps =
More Sales on our “Toast”**

We found that the data between our POS and Map app data often seemed to go together. Search data can give us insights on how busy we were going to look in the next few days.



Google Business Profiles Data

YONATHAN MICKELSEN PORTFOLIO

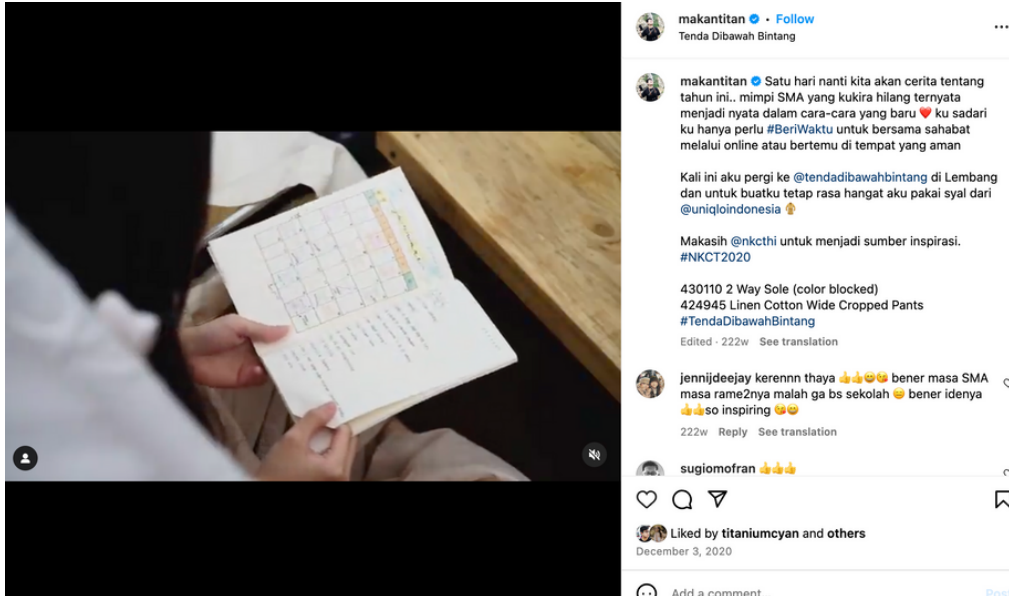


Our “Toast” POS in 2022
*shared with permission

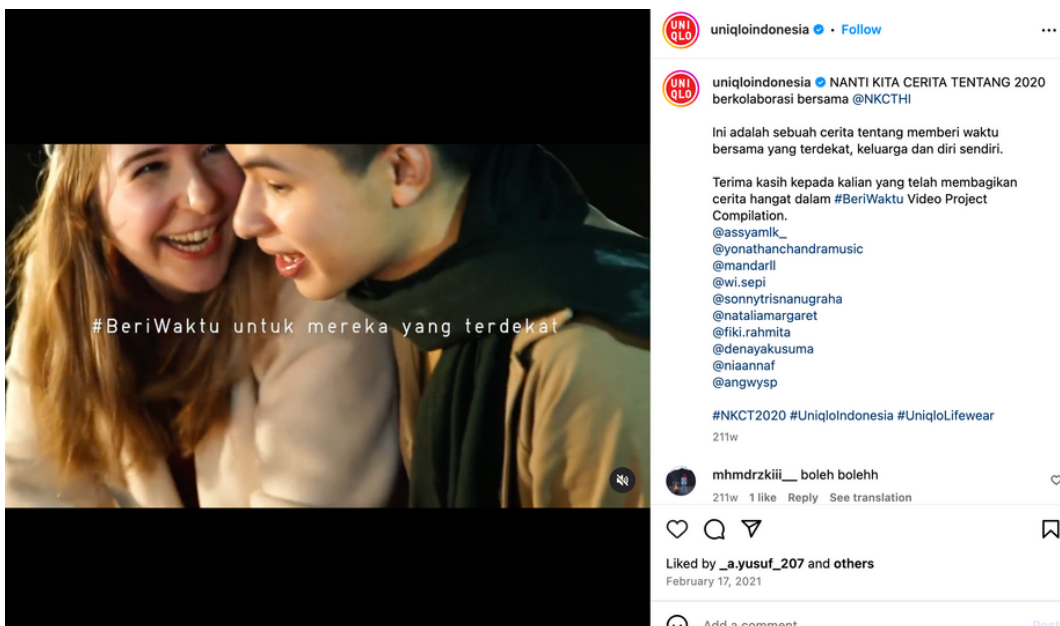
VIDEOGRAPHY PORTFOLIO

YONATHAN MICKELSEN PORTFOLIO

Picnic Under The Stars - Online Short Film Ad



Ruang Lapang - Online Short Film Ad - Winner of UNIQLO Indonesia Competition



VIDEOGRAPHY PORTFOLIO

YONATHAN MICKELSEN PORTFOLIO

Short Reels



**kalacemara and ruanglapang**
Original audio

**kalacemara** Biasanya, kalau udah gelap, ga ada tempat main yang bagus, tapi kalau @kalacemara & @ruanglapang, makin malem malah makin cakep 🤔
98w See translation

**maliknuhaa** @aa_imamp yuk besok
88w Reply See translation
View replies (1)

**nurullhasanaah** @f.eliaaaa tah kadieuuu
90w Reply

**lalaummuaysha** @zanizoma
96w Reply

**king.piston7** Mode siang mode malam ❤️
98w Reply See translation

**jennijdeejay** tjakepppp 🤔 yuuuu melipirrrr @narulita871 @maya_indria @precilliaismael @budisurjana @setiawankelly @yohanes_paulus @atjonk @budimanyenni



 Liked by titaniumcyan and others
April 21, 2023

 Add a comment... Post

In today's digital landscapes, customers love the feel of an organic and "home-made" video. A video craftfully made with a smartphone can often garner more views and engagement than a video shot traditionally with a crew. **It's not about one or the other, but both.** More in depth videos for our showcase, and simple quick reels interspersed throughout the weeks as a way to attract community engagement and garner attention to our product.

PRINT MEDIA PORTFOLIO

YONATHAN MICKELSEN PORTFOLIO

Large Park Signage & LED Signs



Smaller Boards



Parking Signs



Park Admission Tickets



Our restaurants were large in size - the size of two football fields. Signage was instrumental to lessen confusion and also lessen staff load as staff could focus on what mattered the most rather than giving directions.

PRINT MEDIA PORTFOLIO

YONATHAN MICKELSEN PORTFOLIO

Banners



For our Tents Under The Stars teepee picnic café, we wanted to convey a sense of playfulness and simplicity.

Posters



Menus



For Ruang Lapang, we wanted to convey a sense of premium casualness or relaxed sophistication.

PRINT MEDIA PORTFOLIO

YONATHAN MICKELSEN PORTFOLIO

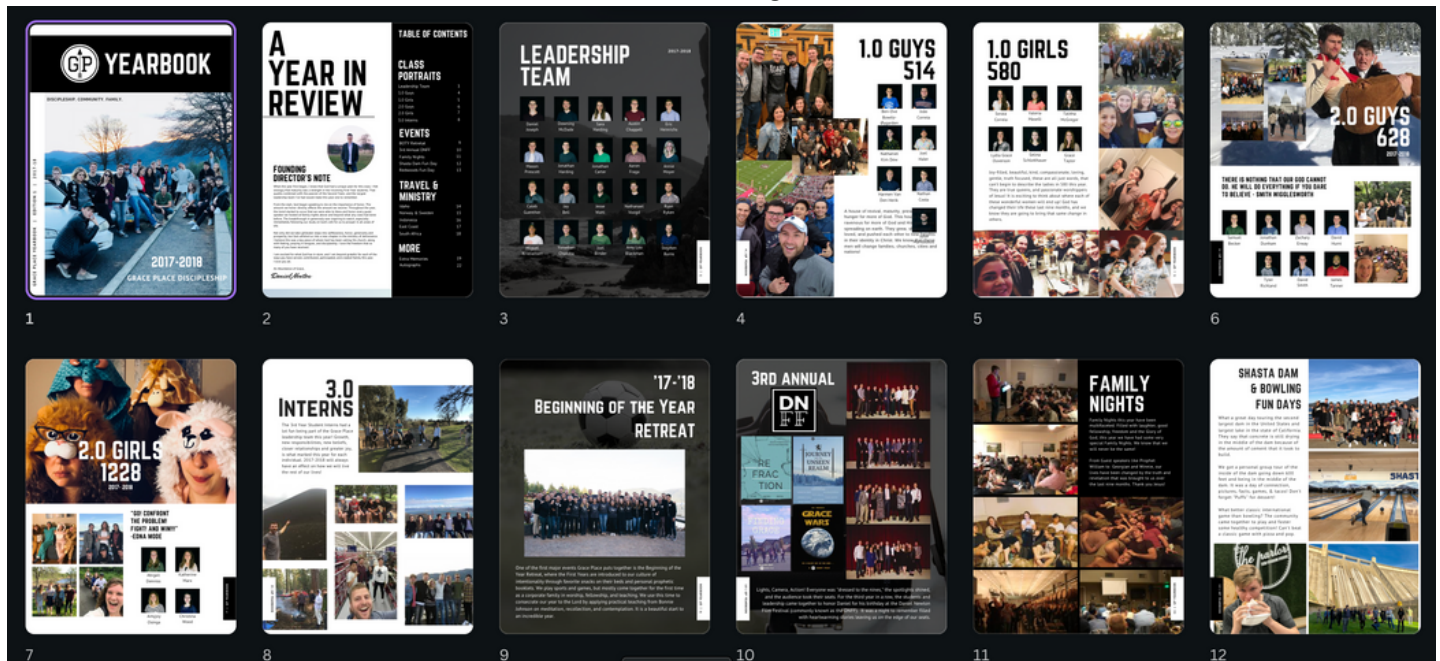
Brochures



Labels



Publishing

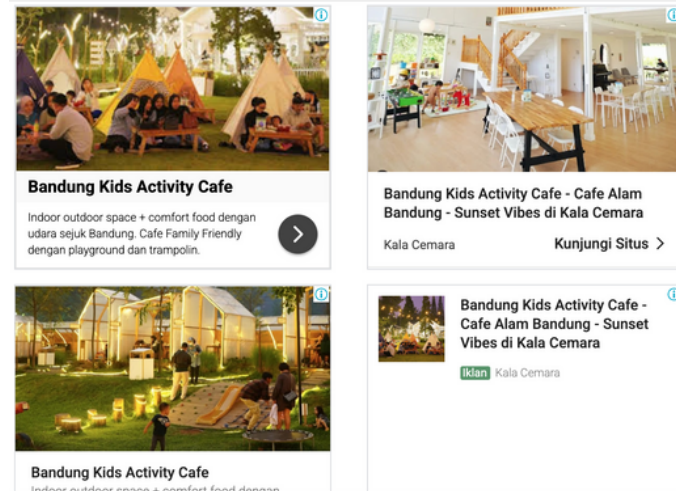


All the designs here seem to be so different than the other, and that's because **design is about the product and the brand**. What is the product/brand trying to convey? What feeling should it invoke in the viewer?

DIGITAL AD CAMPAIGNS

YONATHAN MICKELSEN PORTFOLIO

A/B Testing - Family Friendly Campaign



\$192.79 Spend in the last month



Impressions
195K

How often your ads were shown



Clicks
5.48K

Actions on your ads



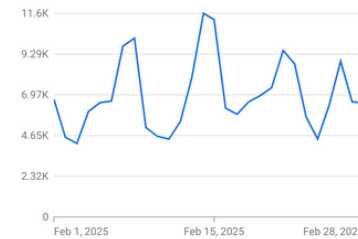
Local actions
6.84K

Actions showing intent to visit

[View performance details](#)

194,737

Impressions



One of the best indicators of a healthy digital ad campaign is **impression to click to action ratio**.

Location

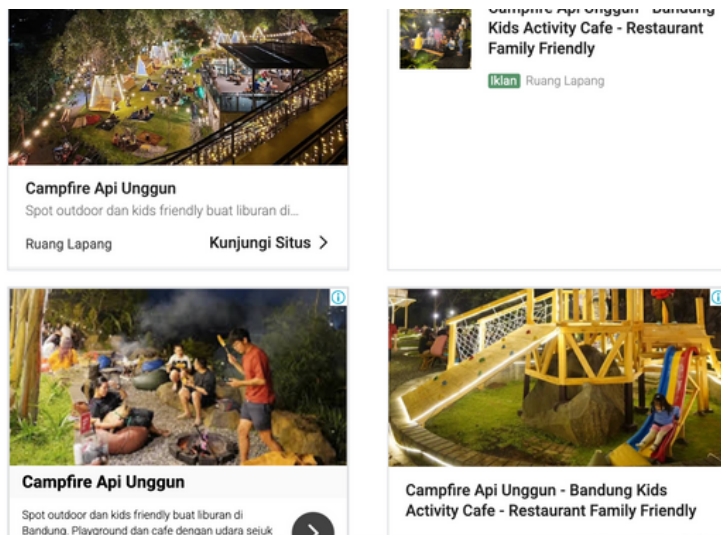
Your ads show to people within 25 kilometers of your business



Geofencing

Data is data. During A/B testing, we tried launched an alternate campaign focusing more on the bonfire aspect and showing more “night time” photos. Unfortunately, the campaign below did not perform anywhere as close as the one above. **With A/B testing data, we can choose to spend our ad money on ads that are proven to work.**

A/B Testing - Campfire / Nighttime Scenes



\$76.82 Spend in the last month



Impressions
11.3K

How often your ads were shown



Clicks
213

Actions on your ads



Local actions
34

Actions showing intent to visit

[View performance details](#)

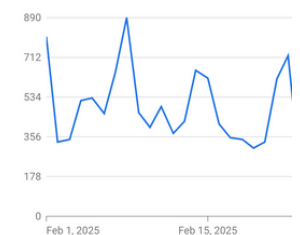


11K times on mobile devices

3.22K times to people ages 25-34

11,263

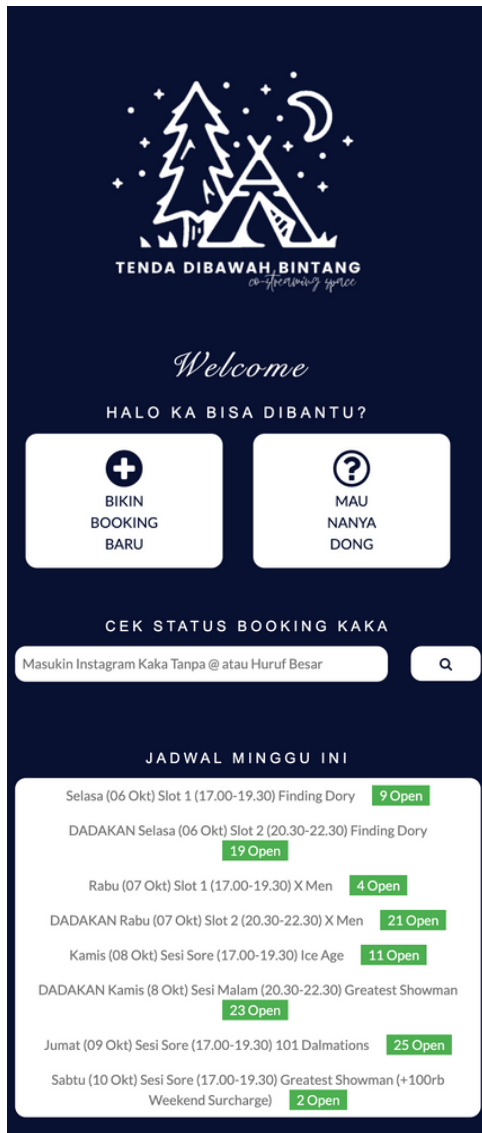
Impressions



WEB MANAGEMENT

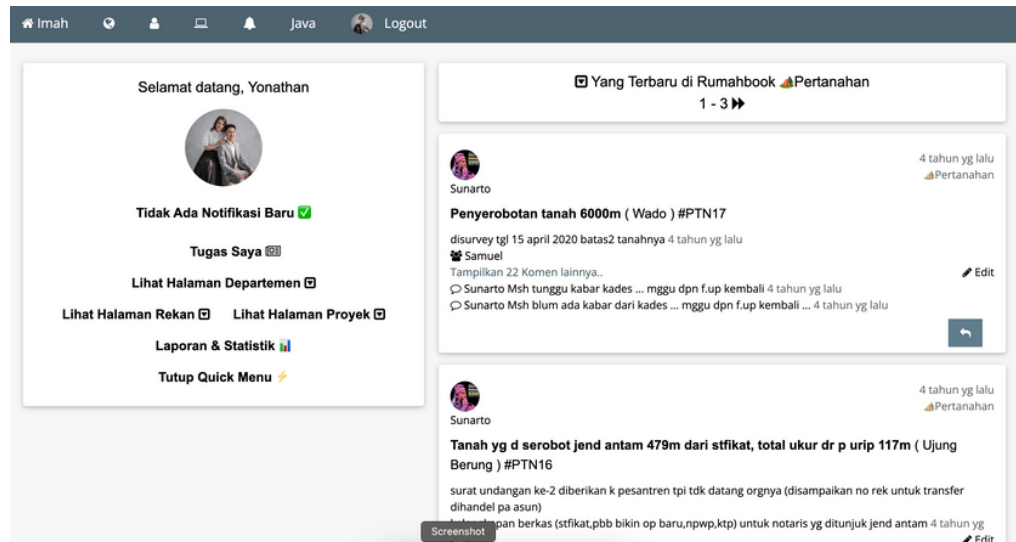
YONATHAN MICKELSEN PORTFOLIO

Booking Website

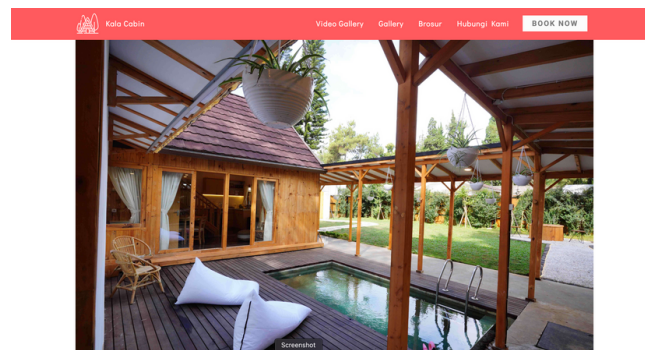


For our Tent under the Stars picnic café, we created a booking system where customers can prepay and reserve seats since the space was limited.

Project Management Site



Website Management



Most of the time for a simple website, we can use a vendor or platform such as wix.com as they provide simple updating features and customizability.



MISCELLANEOUS.. & PEOPLE ARE MY PASSION

YONATHAN MICKELSEN PORTFOLIO

Merchandising & Publishing



Event Planning & Hosting



Public Speaking / Team Building

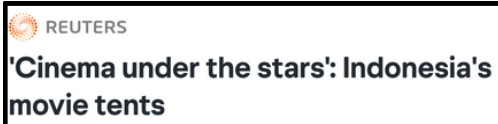


At the core of it, my ultimate passion is people. No matter what job I am doing at the time, I'm there to serve and inspire others. **Every person and place has a unique story**, and I love to connect with that story and share its inspiration, *mana* and love.

METRICS

During my time at Kala Cabin & Restaurant Group..
three restaurants and cabins were launched..

YONATHAN MICKELSEN PORTFOLIO



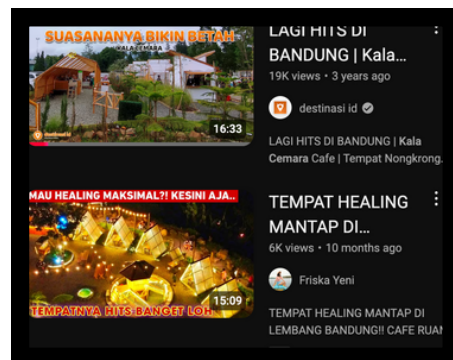
Tenda Dibawah Bintang (Tents Under The Stars) was a viral hit and was booked up for three months in a row.



March 2021 Ruang Lapang just opened for four months and was struggling with post-viral low customer volume. We worked with 20+ food bloggers to cover Ruang Lapang and it only took one video to go viral to cement the brand. It is still open as of today March 2025.



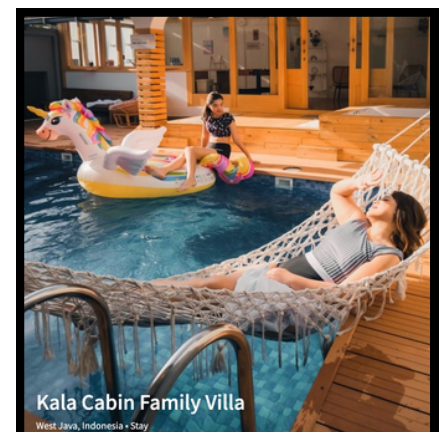
In 2022, we sold 60,000 tickets to Kala Cemara park. We had to move quickly on our feet as the parking lot had to be expanded twice and adapt our park to the high volume.



In 2022, Kala Cabin(s) was launched and from 2022-2023 three villas, with a total occupancy of 35 had an occupancy rate of 95%.

Thank you for taking your time to peruse and consider my portfolio. If you have any questions or would like to know more about a certain project, feel free to message me at my email yonathanmickelsen@gmail.com

*all screenshots here are shared with permission from the owners



HOBBIES

I love food. I love travel. I love creativity.

YONATHAN MICKELSEN PORTFOLIO

Food & Travel

I love food blogging / reviewing and try to practice the skill wherever I go eat! **I have reviewed 126 F&B outlets and hotels and have a total of 4M views on Google Maps** and it's always exciting to see which photos resonate the most with audiences! I take this data with me to inform me of what people would like to see out of an experience. **Sometimes the content that resonates the most are the most simplest things that are missing online**, pictures of the ambience, or pictures of the grab & go section. People want to be both shocked by the amazing and also get to know the ordinary.



Yonathan Mickelsen
Local Guide Level 6

 Edit profile 

from Lahaina to Kona

1,500

2,679 points >

5,000

ontribute

Reviews

Photos

Edits

Answers

 295  2,520,344

Date ▾



Lulu's Waikiki
2586 Kalākaua Ave, Honolulu, HI 96815



 384



 189,882



Yonathan Chandra
Local Guide · Level 6

1,500

2,210 points >

5,000

ontribute

Reviews

Photos

Edits

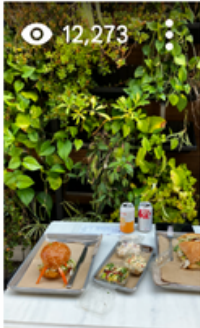
Answers

 187  1,592,726

Date ▾



Mendocino Farms
11960 Ventura Blvd, Studio City, CA 91604



 12,273



 25,345



 11,887



 19,103