



KENDRA JOSEPH

MEDIA & MARKETING STUDENT

Phone

+6013-8056651

Email

kendra17joseph@gmail.com

Website

kendrajoseph.online

About Me

Highly motivated and creative Media & Marketing student with a passion for crafting engaging content and developing effective marketing strategies. Skilled in writing, crafting compelling narratives for various media formats. Adept at public speaking, confidently delivering presentations and engaging audiences. Possesses a strong eye for design, creating visually appealing graphics and layouts to complement written content. Eager to leverage my skills and enthusiasm to contribute to a dynamic marketing team.

Skills

- Web Design
- Branding
- Graphic Design
- Photography & Video
- Marketing
- Copywriting & Story writing

Award

2018 | Debate Championship
Best Speaker Award

2020 | SMJK Ken Hwa
PT3: 7A
SPM: 8A 2B

Languages

English

Malay

Mandarin

Experience

Vice President

2024

MESKOM Club

- Oversaw three groups: podcast team, graphic design team, and editorial team.
- Participated in the editorial team, covering faculty events.
- Collaborated with team leads to brainstorm content ideas and establish themes.
- Ensured content variety across platforms (podcasts, articles, visuals).
- Maintained quality and consistency of content produced by teams.

Marketing Team

2023-2024

Sweet Sofea Cakes & Rumah Salmah

- Developed and executed comprehensive marketing strategies, increasing brand awareness, lead generation, and customer engagement for two small businesses.
- Managed and maintained online presence, including websites and social media profiles.
- Provided marketing plans and reports for both businesses.

Technical Team

2024

Lensa24 (UiTM, Lendu)

- Managed room and lobby creation for players in three different games (PUBG, VALORANT, Mobile Legends) with crew assistance.
- Acted as the liaison, providing players with announcements, game rules, and event information.
- Operated live streaming equipment (cameras, microphones, software) for the tournament.

Education

Diploma in New Media Communications and Digital Contentpreneurships

2022- Present

UiTM Alor Gajah

- Achieved Dean's List from Semester 1 to Semester 3.
- Speaker for 'Art is Dead' event.
- Wrote articles for several faculty events.
- Specialized in writing, public speaking, video editing, photography, and social media management.

Sekolah Menengah Ken Hwa

2016-2021

Keningau, Sabah

- Vice Class Leader for Form 4 and Form 5.
- President of the Photography Club.
- Two-time champion with the Debating Team at district levels.
- Published stories and poems in the school magazine.