



KENDRA JOSEPH

MEDIA & MARKETING STUDENT

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Address

Keningau, Sabah.

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
The Best Speaker

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

Languages

English

Malay

Mandarin

Experience

Vice President

2024

MESKOM Club

As vice president, I am in charge of 3 groups specifically the podcast team, the graphic design team and the editorial team. Apart from that, I am also in editorial team, covering events that are held under the faculty. I have work with team leads to brainstorm content ideas, establish themes, and ensure content variety across platforms (podcast, articles, visuals) and oversee the quality and consistency of the content produced by the teams.

Marketing Team

2023-2024

Sweet Sofea Cakes & Rumah Salmah

Me and my team developed and executed comprehensive marketing strategies, increasing brand awareness, lead generation, and customer engagement for these 2 small businesses. We also managed and maintained online presence including websites and social media profiles for both businesses, in which we provided both marketing plan and marketing report for them.

Technical Team

2024

Lensa24 (UiTM, Lendu)

Managed room and lobby creation for players to match in 3 different games. (PUBG, VALORANT, Mobile Legends) with the help of other crew. Provided players directly with announcement, game rules and event information, acting as the middle person. Operated live streaming equipment (cameras, microphones, software) for the tournament.

Education

Diploma in New Media Communications and Digital Contentpreneurships 2022- Present

UiTM Alor Gajah

Dean List from Semester 1 until Semester 3. Speaker for 'Art is Dead', written articles in several events under the faculty. Specialise in writing, public speaking, video editing, photography and social media managing.

Sekolah Menengah Ken Hwa

2016-2021

Keningau, Sabah

Vice Class Leader for Form 4 & Form 5. President of the Photography Club. 2 time champion for Debating Team in district levels. Published stories and poems in school magazine.