

Professional Summary

Versatile content strategist and digital storyteller with a background in SEO, research, and multimedia content creation. Skilled at simplifying complex topics and transforming them into engaging content across diverse sectors including tech, education, wellness, and B2B. Experienced in fully remote environments and adept at managing content workflows, digital platforms, and cross-functional collaboration. Originally trained in veterinary medicine, I bring scientific precision and audience empathy to every project.

Core Competencies

- SEO & Copywriting
- Content Strategy
- Video Scripting
- Remote Team Collaboration
- Digital Tools (WordPress, Notion, Slack, Trello)
- Data Synthesis & Analysis
- Research Communication
- Project & Editorial Management
- Audience Engagement
- IELTS – Band 9 (Expert User) – English Language Proficiency

Professional Experience

Pangolia | Content Manager & Scientific Writer | Remote | 2023–2024

- Produced SEO content for Catster, Dogster, Hepper; developed video scripts and managed production
- Led editorial calendars and freelance contributor operations
- Built internal tracking systems and created a Reddit outreach strategy that generated clients
- Recognized as top-performing team member; featured by Discover.com for subject-matter expertise

Universiti Putra Malaysia | Research Associate | Hybrid/Remote | 2020–2023

- Conducted reviews and synthesized data for academic and public communication
- Supported cross-departmental public health research and grant writing initiatives

Career Break | 2024–Present

- Pursuing AI Certification (DeepLearning.ai) to deepen tech literacy
- Engaged in freelance content writing and personal caregiving

Education & Certifications

AI Certification (in progress) – DeepLearning.ai, 2025

Natural Animal Nutrition – College of Integrative Veterinary Therapies

Doctor of Veterinary Medicine – Universiti Putra Malaysia | Best Final Year Project

Tools & Platforms

- Notion
- Trello
- Slack
- Zoom
- Google Workspace
- Grammarly
- Surfer SEO
- WordPress
- Canva
- Dropbox