

KHAIRIN SHAMIR BIN SUFIAN

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PROFESSIONAL SUMMARY



Dynamic and creative final-year Bachelor of Digital Marketing student at UiTM Segamat with a strong foundation in social media strategy, content creation, and brand collaboration. Proven track record in managing high-engagement platforms, producing viral multimedia content, and executing influencer campaigns with brands such as Mobile Legends, Kitsui, and Christy Ng. Demonstrates exceptional public speaking, leadership, and project coordination skills through university theater, and national events like Kereta Api Sarong. Currently seeking a **September 2025 internship in media and communication** to bring creativity, strategic insight, and audience-focused content to contribute fresh ideas, digital expertise, and a results-driven mindset to a forward-thinking marketing or media team.

CORE COMPETENCIES

- Content Creation & Digital Storytelling
- Social Media Strategy & Management
- On-Camera Hosting & Public Speaking
- Brand Collaboration & Influencer Marketing
- Adaptability & Networking Excellence
- Creative Leadership & Team Collaboration

PERSONAL SKILLS

- **Live Hosting & Public Speaking:** Confident on camera, script reading, audience engagement
- **Content Planning & Strategy:** Scheduling, trend mapping, storytelling frameworks
- **Social Media Management:** Platform growth, post scheduling, analytics tracking
- **Creative Direction:** Campaign ideation, theme development, visual storytelling
- **Team Leadership & Project Coordination:** Delegation, planning, reporting
- **Problem Solving & Adaptability:** Thrives in dynamic environments, fast learner, critical thinker
- **Social Confidence & Idea Generation:** Outgoing, talkative, fast to blend in, creative content ideator
- **Networking & Collaboration:** Influencer outreach, brand engagement, media relations
- **Relationship Building:** Networked with executives from Nespalm, Suria FM, Najib Asaddok, and UiTM leadership

EDUCATION

Bachelor of Business Administration (Hons.) Digital Marketing <i>Universiti Teknologi MARA (UiTM), Segamat, Johor</i>	2024 – Present
Diploma in Business Studies <i>Universiti Teknologi MARA (UiTM), Segamat, Johor</i> Cumulative Grade Point: 3.49	2021 – 2023
Sijil Pelajaran Malaysia (SPM) <i>SMK Taman Universiti 1, Skudai, Johor</i>	2016 – 2020

WORK EXPERIENCE

Freelancer, Content Creator, Videographer, Editor <i>TikTok (@sy4meer) with 80K followers</i>	2024 – Present
<ul style="list-style-type: none">• Built a personal brand (@sy4meer) with 80K TikTok followers. Produced viral content in lifestyle, skincare, and mobile gaming niches.• Collaborated with top-tier brands including Mobile Legends, Glad2Glow, Skintific, Kitsuit, LitMatch, Hausboom Music, Christy Ng, Ofo, Jagat, Dentific, Lab on Hair, and Lilith & Eve and consistently achieved 250K–500K views, increasing visibility and audience engagement.• Served as official content crew for national campaign Kereta Api Sarong 2024.• Produced original content series and sponsored campaigns from concept to final post, including scriptwriting and editing.• Ensured brand alignment and storytelling quality in all collaborative posts, maintaining audience trust and authenticity.	
Cashier, Social Media Manager, Editor <i>Restaurant Salai Star, Johor</i>	2023-2024
<ul style="list-style-type: none">• Managed and grew TikTok account (@salaistar) to 47K followers through engaging food and lifestyle content.	

- Created and edited high-quality promotional videos tailored to Malaysian F&B audience behavior.
- Scheduled content releases strategically around product highlights and festive promotions.
- Handled day-to-day cashier operations while maintaining customer satisfaction and front-desk coordination.

Social Media Manager

Masha Cat Sdn Bhd, Johor 2021 – 2023

- Developed and executed social media strategy, increasing TikTok (@mashact_) and Facebook followers from 134K to 150K in one year.
- Produced high-performing video content with average engagement ranging from 50K to 200K views.
- Conducted trend analysis, competitor benchmarking, and post-performance review.
- Coordinated content planning, video shoots, editing, and publishing schedules.
- Fostered online engagement by actively responding to comments and managing community interactions.

LEADERSHIP EXPERIENCE

Best Presenter Award, ECO261 & ENT300

UiTM Johor Branch 2024

- Recognized for excellence in communication, presentation flow, and audience engagement.

Videographer & Editor, Theatre Production “Potret Cinta”

UiTM Johor Branch 2024

- Directed visual storytelling for promotional trailers and full-stage recording.
- Coordinated with theatre team for scene timing, shot sequencing, and marketing visuals.

Head of Multimedia Department

Jawantankuasa Perwakilan Kolej Kediaman A, UiTM Johor Branch 2023 – 2024

- Led multimedia team in producing official college student council content and event highlights.
- Oversaw creative direction, video editing workflow, and social media asset development.
- Trained and delegated tasks to team members for efficient campaign execution.

Head of Department, Nocturnal Theatrum

UiTM Johor Branch 2023-2024

- Supervised end-to-end execution of university theatre productions and digital promotions.
- Managed creative teams including lighting, set design, costume, and social media.
- Facilitated project timelines and team coordination for multiple events.

Program Assistant, Kursus Pendawaian Elektrik

UiTM Johor Branch 2023

- Managed event planning, logistics coordination, and liaison with invited professionals.
- Supported branding and promotional material development.

TECHNICAL SKILLS	Canva	Skillful	Capcut	Skillful	VN	Skillfull
LANGUAGES	Malay	Native speaker	English	Proficient	Mandarin	Pre-intermediate

REFERENCES



Dr. Nur Fatimah Binti Shaari.
Universiti Teknologi Mara (UiTM) UiTM Johor Branch Segamat
Tel: 07-9352781 Email: fatimahshaari@uitm.edu.my