

# DANIEL MATTHEW SCULLY

No.9 Jln GR 1/2 Cassia, Garden Residence, Cyberjaya, Selangor 63100  
| +60-192118851 | danielscully03@gmail.com

## PROFESSIONAL SUMMARY

Creative and driven Digital Media student with hands-on experience in digital content creation, event planning, and audience engagement. Passionate about branding, social media, and persuasive communication. Proven ability to manage marketing campaigns, develop creative assets, and connect with target audiences. Seeking an internship in sales or digital marketing to apply my skills in a fast-paced, growth-driven environment.

## EDUCATION

INTI International University, Nilai

Jan 2022

### Diploma in Mass Communications

**Related Coursework:** Database Systems, Computer Science, Operations Management, Management, Business Software Development

**GPA:** 3.56/4.00

## RELEVANT EXPERIENCE

Health Comm Fest 2024, INTI International University Nilai

Aug 2024 - Dec 2024

### Event Organizer

- Led planning and execution of a university health awareness event featuring expert panels and interactive booths.
- Designed event branding, social media content, and registration systems to drive student participation.
- Coordinated with sponsors and stakeholders such as Befrienders KL and social media influencers.

SAM Sdn Bhd, Bandar Baru Bangi, Selangor

Jun 2023 - Aug 2023

### Intern – Journalism & Social Media Team

- Supported the social media and journalism team in promoting motorsports events such as the Malaysian Cub Prix, MSBK, and Asia Road Racing Championship.
- Helped develop race weekend content including captions, highlight reels, and behind-the-scenes posts to boost online engagement.
- Collaborated with marketing staff to execute content strategies and track audience response on Instagram, Facebook, and TikTok.
- Contributed to coverage planning and on-site reporting to enhance media storytelling and brand exposure.

## ADDITIONAL EXPERIENCE

LUSH Cosmetics, IOI City Mall

### Part-Time Sales Associate

May 2024 - Sep 2024

- Delivered personalized customer service by recommending skincare, fragrance, and wellness products tailored to customer preferences.
- Achieved over RM50,000 in sales within five months—the highest among part-time staff—driven by strong product knowledge and upselling techniques.
- Led in perfume sales, outperforming all part-timers by creating engaging in-store fragrance experiences.
- Supported visual merchandising, product launches, and team efforts during peak holiday seasons.

## SKILLS

**Sales & Marketing:** Customer Engagement · Upselling Techniques · Campaign Planning · Branding · Market Research ·

**Digital & Social Media:** Content Creation (IG, TikTok, Facebook) · Caption Writing · Audience Targeting · Basic Ad Strategy

**Languages:** English (Fluent) · Bahasa Malaysia (Conversational)