

# TANSHIBA NAORIN PRAPTI

## Creative Digital Solutions Executive

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### SUMMARY

Dynamic, Creative, and results-driven professional with experience in digital communications, content creation, social media management, creative design, and website development. Skilled in coordinating teams, managing projects, and leading high-profile events with a strong focus on effective communication and consistent brand delivery. Known for combining technical expertise, creativity, and leadership to drive engagement, streamline operations, and contribute to organizational growth.

### EXPERIENCE

#### Creative & Digital Communications Executive

BTA Global<sup>x</sup> Sdn Bhd. | October 2024 - Present

- Led BTA Globalx's digital and creative strategy, including social media management, content creation, creative design, and website development.
- Managed administrative operations and coordinated cross-functional teams to ensure smooth workflow and project execution.
- Served as Program Director and EMCEE for high-profile events, including international awards and company anniversary programs, leading teams to deliver seamless execution.
- Developed and delivered engaging, consistent brand communication and innovative content across multiple platforms.
- Combined technical expertise, creative vision, and leadership to enhance audience engagement and strengthen organizational presence.

#### Multimedia and Publicity

Elite Global Excellence | November 2023 - March 2024 (Remote)

- Designed visually engaging posters and multimedia content to support research projects, events, and campaigns.
- Managed publicity materials, including digital media, to enhance the center's visibility and outreach.
- Collaborated with researchers and team members to ensure creative outputs aligned with organisational goals.
- Assisted in developing promotional strategies and content for workshops, seminars, and public engagements.

## EXPERIENCE

### Customer Service Cashier

JDT Football Stadium | February 2024 - April 2024

- Handled season subscription memberships, assisting fans with registration, renewals, and inquiries.
- Managed cash transactions accurately and efficiently, ensuring smooth point-of-sale operations.
- Provided excellent customer service, addressing questions, resolving issues, and enhancing the fan experience.
- Maintained accurate records of memberships, payments, and financial transactions.

### Protocol & Hospitality Crew

Asia-Pacific Climate Week (APCW) 2023

Worldwide International Event (organized by Persada) | November 2023

- Assisted in managing the protocol for high-profile events, working as part of the Persada protocol crew.
- Handled foreign delegates, ensuring their comfort, guidance, and adherence to event protocols.
- Acted as the primary communicator between delegates and event organizers, facilitating smooth interactions and addressing queries.
- Supported overall event operations to ensure seamless execution and a professional guest experience.

## EXTRA CURRICULAR ACTIVITIES

### Multimedia Team Member

UNESCO club - UTM | 2021- 2022

- Developed and managed multimedia content, creative poster design, including graphics and videos, to support university club events and promotions, ensuring engaging and cohesive visual communication.

### Multimedia Crew

COMFAIR 2023 - UTM | 1-day Event

- Worked in the multimedia team, creating and managing visual content, poster design to support event activities, documentation, and promotion.

## EXTRA CURRICULAR ACTIVITIES

### **Student Registration Assistant (Volunteer)**

International Student Orientation Program (ISOP) 2023

UTM International | October 2023

- Worked in the multimedia team, creating and managing visual content, poster design to support event activities, documentation, and promotion.

## EDUCATION

### **Universiti Teknologi Malaysia | 2021-2025 (Graduated)**

Bachelor of Computer Science (Major in Software Engineering)

### **Universiti Teknologi Malaysia | 2020-2020**

Foundation in Science

## LANGUAGES

- English (Fluent)
- Bengali (Fluent)
- Urdu
- Hindi

## SKILLS

- |                              |                            |
|------------------------------|----------------------------|
| • Digital Marketing          | • Web Design & Development |
| • Content Creation & Writing | • Leadership Proficiency   |
| • Creative Designing         | • Strategic Planning       |
| • Team Collaboration         | • Technical Proficiency    |
| • Operations Management      | • Project Management       |
| • Event Coordination         | • Administration           |