

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^X 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

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| <ul style="list-style-type: none">• Digital Marketing• Content Creation & Writing• Creative Designing• Team Collaboration• Operations Management• Event Coordination | <ul style="list-style-type: none">• Web Design & Development• Leadership Proficiency• Strategic Planning• Technical Proficiency• Project Management• Administration |
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