

Contact

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puterifarahaqilah (LinkedIn)

Top Skills

Advertising
Marketing Strategy
Mandarin

Languages

English (Full Professional)
Malay (Native or Bilingual)
Mandarin (Limited Working)

Puteri Farah

Digital Media Executive at Valiram
Greater Kuala Lumpur

Summary

A business management and marketing graduate who is seeking to broaden career path with the opportunity to work in a challenging work environment where I can use my knowledge and skills for organizational growth. A fast learner, self-motivated, organized, enthusiastic and team player that seeks to achieve the best possible results in all tasks given to me.

Experience

Valiram

Digital Media Executive

August 2021 - Present (8 months)

Kuala Lumpur, Federal Territory of Kuala Lumpur, Malaysia

GOIP Group (Headquarter)

Digital Marketing Executive

February 2021 - July 2021 (6 months)

Kuala Lumpur, Federal Territory of Kuala Lumpur, Malaysia

- Assisted in digital marketing strategies - landing pages, content writing and email marketing.
- Executed leads generating strategies using marketing funnels and webinar campaigns.
- Well-versed with different marketing tools such as Moosend, Hootsuite, SEMrush, Wordpress, and more.

A Job Thing

Digital Marketing Intern

August 2020 - November 2020 (4 months)

Kampung Kerinchi, Federal Territory of Kuala Lumpur, Malaysia

- Created digital contents for 3 hiring platforms and achieved engagement rates of 30,000+ on Twitter, Instagram, LinkedIn and Facebook.
- Organised 5 mass hiring campaigns involving 500+ candidates, and achieved all goals on time.
- Executed digital campaigns via Facebook and Instagram Ads.

GREAT EASTERN

Life Insurance Agent

January 2018 - June 2020 (2 years 6 months)

Kuala Lumpur, Malaysia

- Consulted and customised insurance plans for potential clients according to their needs.
- Closed 2 cases with annual total contribution up to RM40,000.

Taylor's Business School Society

Marketing Director

May 2018 - July 2019 (1 year 3 months)

Petaling Jaya, Selangor, Malaysia

- Administered Taylor's Business School Society social media platforms to engage with students.
- Invented weekly newsletters exclusively for members.
- Promoted 7 major events through email marketing, flyers, selling booth and social media platforms.
- Represented Taylor's Business School Society and spoke for major events organised by the society club

CELINE

Retail Sales Assistant

January 2019 - March 2019 (3 months)

Kuala Lumpur, Malaysia

- Assisted walk-in customers with prestigious services.
- Closed 1 sale with total worth of RM18,000.

Symphony Data Processing Co.

Data Entry Operator

January 2016 - June 2016 (6 months)

Kuala Lumpur, Malaysia

- Sorted and verified the accuracy of cheque amounts.
- Translated Chinese characters on cheques.

Education

University of the West of England

Bachelor's Degree, Business management and marketing · (August 2019 - June 2020)

Taylor's University

Bachelor's degree, International Business and Marketing · (August 2017 - July 2019)

Taylor's University

Foundation, Business · (July 2016 - July 2017)