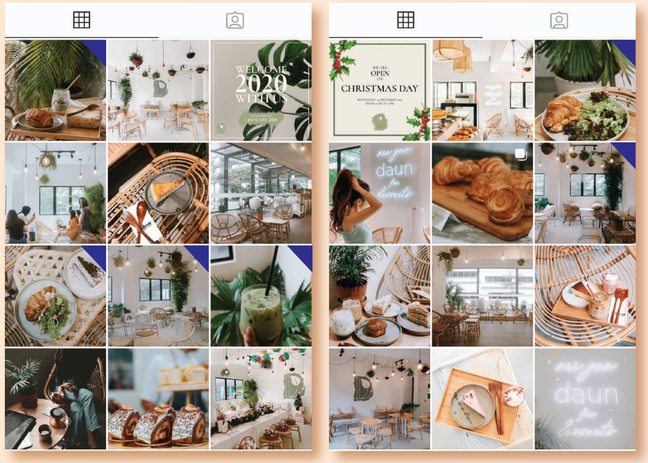
MARKETING & SOCIAL MEDIA MANAGEMENT

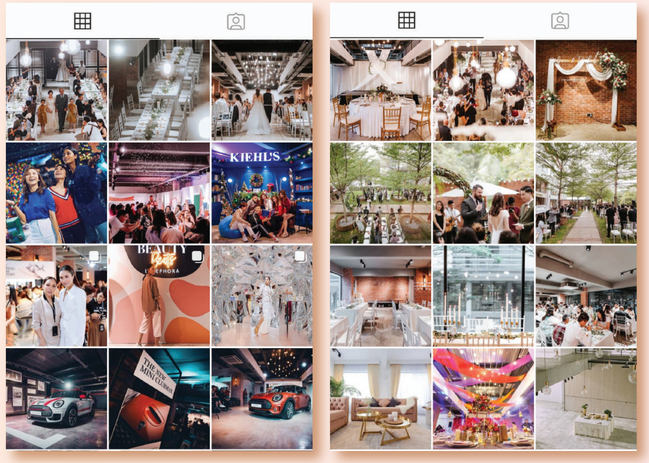
CONTENT CREATION (GRAPHIC DESIGN & PHOTOGRAPHY) AND CURATION; COPYWRITING (CAPTIONS & WRITE-UPS)

HANDLED 8 BRANDS IN TOTAL, WITH 1 PRIOR REBRANDING (@CAFELAKEHOUSE) & 1 NEW ACCOUNT (@LAMPU.KL)

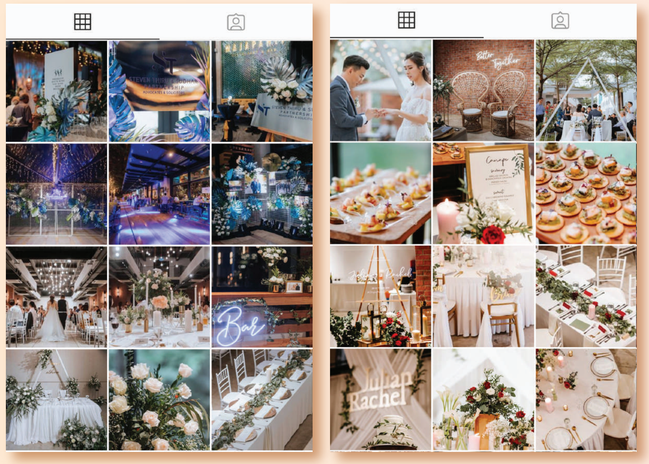
@daun.kl



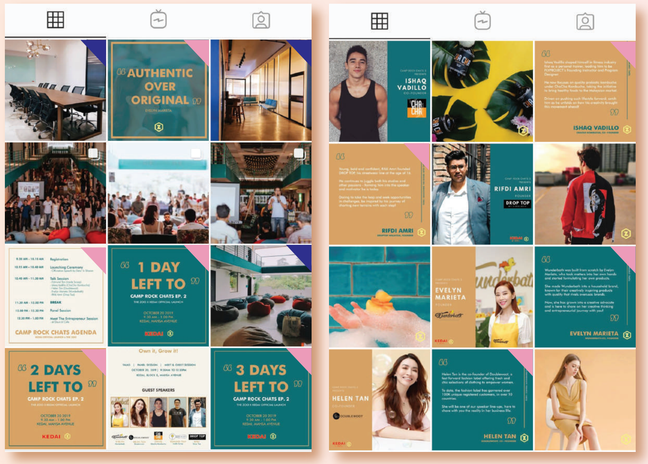
@thegrounds.by.bh



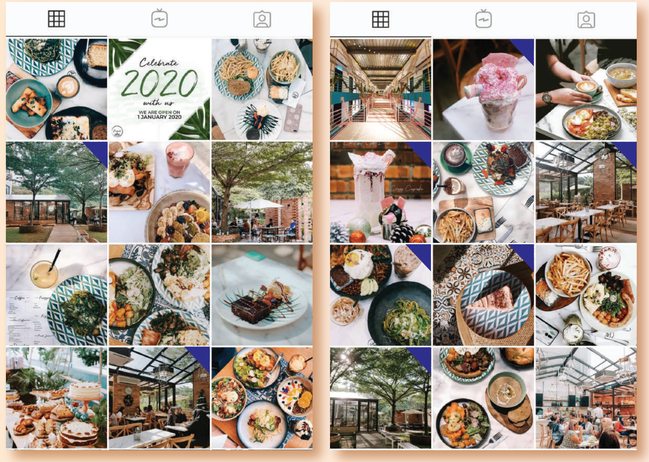
@brickhousegroup



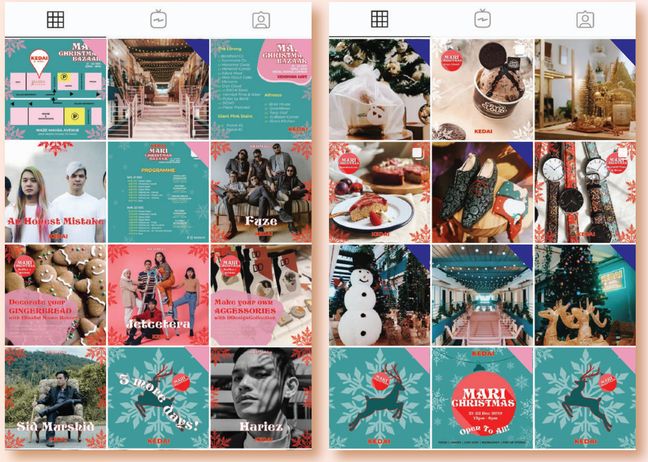
@thezoo.kl



@pokok.kl



@kedai.kl



SOCIAL MEDIA COPYWRITING

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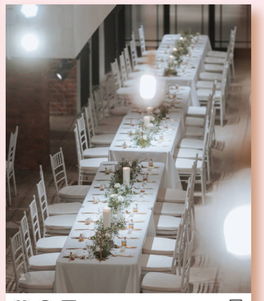
70 likes
thegrounds.by.bh Our space has seen many special moments with loved ones. Create yours this new year at @thegrounds.by.bh for a memorable, magical event.



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703 likes
pokok.kl Serene Saturday at @pokok.kl

Naughty or nice?

Onde-Onde Cake / Onde-Onde Mini Cake

RM15 / RM7

One of the latest cafes in the Klang Valley, Daun KL has come up with its own version of the Onde-Onde Cake which stays true to the onde-onde kuih profile. Heavily covered in fresh desiccated coconut, the Onde-Onde Cake reveals delightful layers when sliced open.

The pandan-flavoured cake is soaked in salted *gula melaka* to create a moist, sweet and delicate cake base which is then layered with coconut buttercream frosting, a glaze of liquid palm sugar and a thin pandan coconut jelly for added texture.

It also comes in a fancier and fun version — the two-tiered jade green Onde-Onde Mini Cake which is topped with dots of the rich coconut buttercream frosting and garnished with shredded coconut. A highlight is the tiny squeeze tube on top that contains even more liquid palm sugar ready to be injected into the cake.

The Onde-Onde Cake and Mini Cake are subject to availability. Check Daun KL's social media page before you go.

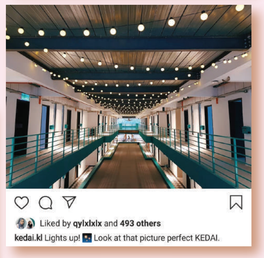
Daun KL
KL branch —
Block B Level 2, MAHSA Avenue,
Jalan Timu off Jalan Universiti, 59100, Kuala Lumpur.
Saujana Putra branch —
MAHSA University, Jalan SP 2/7, Bandar Saujana Putra, 42610, Jenjarom, Selangor
T: +6012 505 9147 / +6016 408 5218
FB/IG: @daun.kl

PHOTO: DAUN KL

GRAPHIC DESIGN

– ONLINE & OFFLINE COLLATERALS

(SEE PINK CORNER TAGS)



Liked by qylxlxlx and 493 others
kedai.kl Lights up! Look at that picture perfect KEDAI.

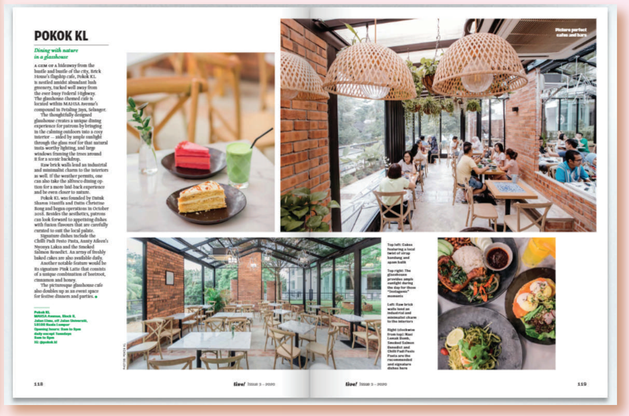
PHOTOGRAPHY

– SHOTS TAKEN FOR BRANDS WERE ABLE TO INCREASE BRAND AWARENESS AND ENGAGEMENT WITH FELLOW CUSTOMERS.

(SEE BLUE CORNER TAGS FOR OTHER PHOTOS)

COPYWRITING of BRANDS for WRITEUP (EdgeProp Live! 2020)

– INCLUDING PHOTOGRAPHY FOR DAUN KL'S ARTICLE



POKOK KL

Dining with nature in a glasshouse

A cow cut a hideaway from the hustle and bustle of the city, Jeck Ooman's flagship cafe, Pokok KL, is nestled amidst abundant lush greenery in the Klang Valley, just the ever-busy Federal Highway. The glasshouse themed cafe is located within MAHSA Avenue's compound in Petaling Jaya, Selangor. The greenery surrounding the glasshouse creates a unique dining experience for patrons by bringing in the calming elements into a cozy space. Diners can enjoy a view through the glass walls of the lush green nature, soothing lighting, and large windows framing the trees around it to create a cozy vibe.

Iron brick walls lend an industrial and minimalist charm to the interiors as well. If the weather permits, one can also take the alfresco dining up a notch by sitting at the alfresco area and be even closer to nature.

Pokok KL was founded by Datuk Sharon Ooman and Datuk Christine Hong and began operations in October 2019. Jeck Ooman, the chef, hopes to can look forward to spurring dishes with farm-flavours that are carefully curated to suit the local palate.

Signature dishes include the Chicken Pie, which is based on Sharon's Nyonya Laksa and the Smoked Salmon Benedict. An array of freshly baked cakes are also available daily.

Another notable feature would be the Pandan Cake, which is a mixture of a unique combination of harvest, cinnamon and honey.

The picturesque glasshouse can also double up as an event space for festive dinners and parties.

Pokok KL
MAHSA Avenue, Block B,
Jalan Timu, off Jalan Universiti,
59100 Kuala Lumpur
Opening hours: 9am to 9pm
daily except Tuesdays
+603 7955 0000
fb.com/pokok.kl

Dishes perfect coffee and tea!

Top left: Cakes baked by Jeck Ooman are a typical sight at the cafe's display counter.

Top right: The greenhouse provides ample natural light during the day for those "Instagram" moments.

Left: Plant brick walls lend an industrial and minimalist charm to the interiors.

Right clockwise from top: Mari Mari Cake, Smoked Salmon Benedict, Chicken Pie, Pandan Cake, Pandan Coconut Cake and signature Kitchen Sink

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