



Ammar Syauqi

Experienced in broadcasting & branding design, project & event management, web programming, ui/ux, programming, database development & management, IT operation, sales & marketing, customer engagement in education & retail industry.



21 Aug 1999



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[ammarsyauqi.github.io/ammarsyauqipf/](https://github.com/ammarsyauqi1999/)

EDUCATION

Bachelor of Information Technology (Hons.) Multimedia

Infrastructure University Kuala Lumpur (IUKL)
SEP 2021 – JUL 2024

Diploma of Visual Interactive Multimedia

Infrastructure University Kuala Lumpur (IUKL)
JUL 2018 – JUL 2021

SPM

SMKPP8(1) 2016

EXPERIENCE

Graphic Designer Executive

INFRASTRUCTURE UNIVERSITY KUALA LUMPUR

JUL 2024 – PRESENT

- Assisted in the planning and execution of annual branding campaigns, events, and calendar schedules.
- Created and managed promotional materials to strengthen and maintain IUKL's brand identity.
- Responded to inquiries and managed communication on social media platforms and the university's website to engage with audiences effectively.
- Supported event coverage, including photography, videography, and live streaming, to showcase IUKL's initiatives.
- Wrote engaging copy and developed digital content for social media posts, ads, emails, blogs, and marketing campaigns.
- Designed appealing static and video content to connect with target audiences across various platforms.
- Worked on creative campaigns for festive and non-festive periods to increase brand visibility.
- Ensured student intake campaigns reached the intended audiences with consistent and clear promotional materials.
- Provided support to other departments by coordinating marketing tools and assisting in collaborative projects.
- Assisted the marketing team in organizing campaigns and ensuring all materials aligned with strategic goals.
- Contributed ideas for improving social media engagement and content effectiveness based on audience feedback and analytics.
- Supported the planning of university open days and promotional events, ensuring smooth execution and effective communication with stakeholders.
- Played a key role in the EduCultour program, managing a collaboration with universities from Argentina, China, and India. Responsibilities included photography, videography, social media posting, and ensuring hospitality for international delegates.

SKILLS

- IT Operations & Support
- HTML, CSS, JavaScript, Java, Bootstrap
- PHP, MySQL, Framer
- Visual Studio Code, Git, Netbeans
Notepad++, Scene Builder
- Adobe Illustrator, Photoshop
- Premier Pro, Aftereffects. Animate, XD
- Canva
- Blender, Unity, OBS Studio
- Audacity, Garageband, FL Studio
- Microsoft 365, Power BI
- CRM System
- Sales and Marketing
- Sales Report
- Database Management
- Customer Handling & Relations

CERTIFICATES

Learn HTML Course

Codecademy Issued Sep 2023

Learn CSS Course

Codecademy Issued Sep 2023

Learn CSS Responsive

Codecademy Issued Sep 2023

Learn CSS Intermediate

Codecademy Issued Sep 2023

CCNAv7

Cisco Issued Nov 2022

Certified in Cybersecurity

ISC2 Issued Jun 2022

Internship (Design & Marketing)

PARTNERSHIP AND SPECIAL PROJECT (PSPO), IUKL APR 2024 – JUL 2024
Proposed, Designed, and Developed a timeline, resources, and budget dashboard for Infrastructure University Kuala Lumpur.

- Proposed, designed, and developed a timeline, resources, and budget dashboard using Power BI for IUKL based on events in 2024.
- Developed design branding & promotional materials, administration and marketing strategies to help sustain IUKL’s division, department, and faculty for franchise business and operations.
- Assisted in IT technical operations and support for software, CPUs, printers, networks, and audio to ensure IUKL PSPO’s operations and project activities worked efficiently.
- Assisted in franchise and non-academic operations by preparing finance estimations, budgeting, planning, and monitoring linkages with local and international partners
- Followed up on local and international partnerships for renewals, franchise filings, payments, training, student data, and academic status, ensuring all PSPO clerical data were organised.
- Organised and prepared documents and requirements for lecturers' training workshops in BIM, CIDB, IoT, Solidworks, Blender, Adobe, and Googlesites.
- Played a key role in the EduCultour program, managing a collaboration with universities from Argentina, China, and India. Responsibilities included photography, videography, social media posting, and ensuring hospitality for international delegates.

Internship (Graphic Design)

SIGMA RECTRIX SDN. BHD. APR 2021 – JUL 2021
Proposed, Design & Developed Company Profile booklet for Sigma Rectrix Sdn. Bhd.

- Proposed & designed infographic & structure of the company profile.
- Collaborated with IT, Business, HR departments, and stakeholders on design, needs, and requirements (module, font, logo, colour, infographic, structure, images, videos, and context).
- Assisted in IT technical operations and documenting requirements & specifications for CPU, thumb-in verification, monitor, CPU, software, Camera & studio’s hardware & software.
- Prepared reports and consulted on improvements after analysing test results and assessing overall product quality for the designer’s CPU
- Responsible to handle all the photoshoot and videography in every events conducted by the company.

UNIVERSITY PROJECTS

- Developed Blood Donation Awareness Website "Dermawan Darah" for IT Project, 2024.
- Developed Website Memory Game, 2024
- Developed Website Sliding Puzzle Game, 2024
- Developed Website Word Scrabble Game, 2024
- Developed Online Donut Website "Donut Trio" for Internet Programming Group Project, 2023.
- Developed Library Management System (CRUD) for Object Oriented Programming, 2023.
- Developed Electrical Billing System (CRUD) for Object Oriented Programming, 2023.
- Developed Scientific Calculator for Object Oriented Programming Project, 2023.

CURRICULUM ACTIVITIES

- Facilitator for IUKL's EduCulTour Programme for NSB and KBS University from India, 2024.
- Join Engineering Digital Transformation Summit 2023 under KASAA at KLCC.
- Join Industrial Professional Talk Series Conducted by IUKL and PERKESO, 2023.
- Join IUKL's Cyber Club.
- Facilitator for IUKL's motivation talk for Vocational and Technical School, 2023.
- Photographer for IUKL's IT Open day, 2022.
- Facilitator for IUKL's Open day, 2022.
- Organised IUKL's Futsal Tournament, 2022.
- Organised Bundle Shop for IUKL's e-Commerce Day, 2022.

Freelance (Designer, Editor & Animator)

SELF EMPLOYED

2019 – PRESENT

Developed & Proposed short video and animation "Hiwar Maqasid: 5 principles of Maqasid Syariah" for MyMaqasid 2021, Jakim and posted on Jakim's official website.

- Responsible in data gathering & analysing data from Jakim on making Maqasid Syariah booklet I-MaqSD & Modul Minda Maqasid to match all the requirements.
- Developed design for Draf Rangka Tindakan (Blueprint) Dasar Manhaj Rabbani booklet for Jakim, 2021.
- Developed design for jersey and logo for Embee Putrajaya community football team.
- Developed design for start-up website design for Real Estate, 2021.
- Developed design for staff's t-shirt, logo, sticker & restaurant's banner board design for Lapa Lela restaurant, Putrajaya.
- Developed logo, sticker & bunting design for start-up burger & Churros shop.
- Developed various Logo design for P-Touch Putrajaya Community Club.
- Developed advertisement poster & sticker label for start-up durian & vape shop.



REFERENCES

Md. Adib Azfar Bin Fuat

Head of Corporate Communication & Branding
Infrastructure University Kuala Lumpur (IUKL)
Contact: +60 13-267 5343
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Soraya Binti Tairan

Academic Advisor
Infrastructure University Kuala Lumpur (IUKL)
Contact: +60 19-964 0980
Email: soraya@iukl.edu.my

Dr. Hazrita Ab. Rahim

Director of Marcomm
Head of Postgraduate Program (PhD B.A)
Infrastructure University Kuala Lumpur (IUKL)
Contact: +60 17-776 0511
Email: hazrita.ar@iukl.edu.my

Retail Manager

BUNDLE LELA SDN. BHD.

FEB 2020 – MAR 2021

- Responsible for overseeing the overall operations and ensuring that all activities strictly adhere to the company's quality standards and systems.
- Responsible for negotiating prices with customers, taking calculated risks to ensure that a reasonable and competitive price was offered.
- Proposed pricing for products and new stock listings to the shop owner after verifying product quality to ensure reasonable pricing.
- Responsible for overseeing, managing, and monitoring staff to ensure that business operations ran smoothly and efficiently.
- Involved in IT technical operations in setting up CCTV, Wi-Fi and audio for the shop.
- Proposed & Developed branding & marketing design for logo, Facebook's advertisement, poster, price tag, and board banner.
- Inspected & identified product quality & quantity to ensure the sentimental value of the product.
- Conducted live selling sessions on Facebook and Instagram for the shop's account to enhance business productivity and engage with customers directly.
- Developed bond & trust in customer relations between regular customer & new customer to ensure customer satisfaction.
- Ensured that all sales transactions were properly recorded, promptly updated, and securely stored, maintaining accuracy and reliability in sales data management

Cover Letter by

AMMAR SYAUQI

Dear Sir/Mdm/Hiring Team,

I am Ammar Syauqi, I was keenly interested in the MM-Multimedia Design, Graphics Design, Website Design, Creative Art position at your Company.

I graduated with a *Bachelor's Degree in Information Technology Multimedia* and *Diploma in Visual Interactive Multimedia* from Infrastructure University Kuala Lumpur.

I have a solid background in graphic design and creative media, specializing in campaign planning, content creation, social media engagement, photography, videography, motion graphics, UI/UX design, 2D and 3D animation, and web programming, with experience in event coverage, marketing, and international collaboration.

I've also completed online certifications such as;

- [Learn HTML Course by Codecademy](#)
- [Learn CSS Course by Codecademy](#)
- [Learn Intermediate CSS Course by Codecademy](#)
- [Learn CSS: Responsive Design Course by Codecademy](#)
- [CCNAv7 by Cisco](#)
- [Certified in Cybersecurity by ISC²](#)

I am known as a highly motivated & result-driven person and I am driven by a passion for innovation & a keen eye for detail as well as qualities that I believe are essential for interactive digital experiences.

I believe my experience is a strong match for the responsibilities pertaining to the role & applying my technical expertise to contribute my skills & creativity to the Company's innovative projects and to learn from the like-minded talented team.

I have attached my CV/resume and link to my [portfolio](#) for your reference. Please let me know if I can provide you with any further information.

Thank you & Regards,

Sincerely,

Ammar
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(Ammar)

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ammarsyauqi1999@gmail.com