

NURATHIRAH ARISYA BINTI MOHD SAIFULNIZAM

Social Media Marketing

PROFILE

A 20 years old, enthusiastic young lady who is looking for an internship to develop more skills and experiences in digital content marketing, web content creator, and designing. Willing to understand what it takes to become a professional with dynamic workplaces and challenges in order to help me grow to be better.

CONTACT

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47100 Puchong, Selangor

EDUCATION

2021-2022

Diploma in New Media Communication and Contentpreneurship
MARA University of Technology (UiTM) Melaka, Campus Alor Gajah

2016-2020

Sekolah Menengah Kebangsaan Puchong Perdana,
Selangor
SPM : 4A 2B

AWARDS

Dean List Awards | 2022

- Semester 1 : 3.62 GPA
- Semester 2 : 3.71 GPA
- Semester 3 : 3.63 GPA

Top 5 Best Game Poster and Trailers | 2022

- InterDimensional nominated as top 5 best game posters and trailers.

EXTRA CURRICULAR

Finding Your Identity | 2021

- Involved in the YES Club's Finding Your Identity discussion with Tyra Kamaruzzaman.
- Won first place in answering a quiz organized by the club

Service Learning Malaysia (SULAM) | 2021

Game Mini Carnival 2022 (@gameinc22) | 2022

Jelajah Mutyara | 2022



WORK EXPERIENCES

Content Creator of Lucent Beauty Enterprise (NMC251 Assignments) | 2022

- Become cosmetics brand, Argania dropshipper.
- Developed name of businesses, Lucent Beauty Enterprise.
- Designed business logo.
- Created an Instagram, Facebook, and TikTok account under Lucent Beauty.
- Designed posting layout and copy-writing.
- Achieved 3.9k viewers on TikTok content.
- Market content by Facebook Ads, Instagram Ads, and TikTok Ads.
- Registered business under SSM.
- Created and designed websites with Wix.
- The design and progress have been put in a creative proposal and report.

Content Creator of Online Business @byhzeeraabdhali (COM205 Assignments) | 2022

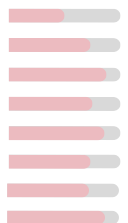
- Created an Instagram accounts under @byhzeeraabdhali.
- Design posting layout and copy-writing.

Dropshipper of Haurabelle | 2022

- Developed name of businesses, Teera Haurabelle.
- Designed business logo.
- Created an Instagram account @haurabelle_dsteera to market the products.
- Posting and copy-writing in social media.

SKILLS

- Graphic design
- Adobe
- MS world
- Video and Photo Editing
- Marketing Content
- Web Content
- Maya Autodesk
- Commercial Voice Over



LANGUAGE SKILL

- English
- Malay



REFERENCES 1

WAN AZFAROZZA BINTI WAN ATHMAR
Senior Lecturer / Internship Coordinator
Faculty of Mass Communication and Media Studies

- wanrozza@uitm.edu.my
- 06-3838175

REFERENCES 2

NOR RAIHAN BINTI ABU BAKAR
Senior Lecturer
Faculty of Mass Communication and Media Studies

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- 06-3838155