



NUR NELLISA EMIRA

Social Media Marketing / Content Creator

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CAREER OBJECTIVE:

Dedicated and creative Content Creator seeking an internship opportunity in social media marketing and content creation, where I can apply my skills in producing engaging digital content, managing social media platforms, and executing content strategies to grow audience reach and engagement. Eager to collaborate with a dynamic team, I am committed to learning the latest trends in digital marketing while contributing effectively to the success of the organization.

EDUCATION:

- **SMK SAUJANA IMPIAN**

2017-2021

- **SIJIL PELAJARAN MALAYSIA**

3A- , 2B, 3C+

- **DIPLOMA IN NEW MEDIA COMMUNICATION AND CONTENTREPRENEURSHIP
UITM ALOR GAJAH**

2022-2025

Relevant coursework: Introduction to New Media, Animation Content Production, Web Content Development, Game Content Production, Content Marketing & Strategy, Graphic Design

LANGUAGE:

- Malay (Excellent)
- English (Good)

PROFESSIONAL EXPERIENCE:

CONTENT CREATOR FOR DIGITAL PLATFORMS:

- Created engaging content for social media platforms (Instagram, Facebook, TikTok)
- Growing audience engagement and reach.

SOCIAL MEDIA STRATEGY & BRAND PROMOTION:

- Created a comprehensive digital marketing strategy for various clients and projects, focusing on content creation.

PROJECT EXPERIENCE:

- Live Sales Host for Traditional Cakes (Business OKU)
Successfully engaged with viewers, increased followers, and generated sales through interactive content and effective marketing strategies.
- Content Creation at Haneah Exclusive Boutique, Melaka.
Produced engaging content. Played a key role in enhancing brand visibility and promoting the boutique's offerings.

SKILLS:

- MULTIMEDIA CONTENT CREATION (Advance)
(Adobe Photoshop, Illustrator, Microsoft Word,)
- SOCIAL MEDIA MANAGEMENT (Advance)
- CONTENT MONETIZATION (Intermediate)
- COMMUNICATION SKILL (Advance)
- EDITING SKILL (Advance)
(Canva, CapCut)
- DIGITAL CONTENT STRATEGY (Advance)