

PROFILE



NUR FATIN ATIRAH BINTI MAHMAD ZULKEFLI

Address : No 10a Kampung Alor Sekawan,Mukim Tajar Langgar,
06500 Alor Setar, Kedah Darul Aman.
Email : fatinatirahzulkefli@gmail.com
Phone : +6017-4803391
LinkedIn : <https://shorturl.at/iXWfG>
Portfolio : <https://shorturl.at/pXu8c>

Detail-oriented Information Science student with proven experience in content creation, video production, and digital marketing. Demonstrates strong capability in producing structured and engaging TikTok content, editing professional short-form videos, and implementing social media strategies to enhance brand visibility and audience reach. Combines creativity with analytical thinking to produce impactful digital solutions that connect with audiences, strengthen brand identity, and achieve marketing objectives.

EDUCATION

Bachelor of Information Science (HONS.)

Information Content Management
*Universiti Teknologi MARA,
Puncak Perdana Campus, Selangor.*

Current CGPA: 3.7
Oct 2023 - Aug 2025

Diploma in Information Management

*Universiti Teknologi MARA,
Sungai Petani Campus, Kedah.*

CGPA: 3.46
Oct 2020 - Feb 2023

Sijil Pelajaran Malaysia

*Sekolah Menengah Kebangsaan Tajar,
Langgar, Kedah.*

8A 1C
2015 - 2019

UNIVERSITY PROJECT (FINAL YEAR PROJECT)

KEDA ICT Help Desk System (E-Ticketing)

- Developed the KEDA ICT Help Desk System, a comprehensive web-based platform for managing ICT-related complaints, featuring complaint tracking, status updates, and real-time notifications.
- Designed and built a mobile application version of the KEDA ICT Help Desk System using Flutter, enabling users to submit, track, and manage complaints on the go with a user-friendly interface.

EXPERIENCES

PRG Health & Wealth

Aug 2025 – Nov 2025

Content Creator

- Developed creative concepts, recorded, and edited engaging video content for posting on TikTok.
- Produced marketing-focused video materials to strengthen brand visibility and attract potential customers.
- Possess basic knowledge of TikTok Shop affiliate marketing and how to leverage it for product promotion.

Lembaga Kemajuan Wilayah Kedah (KEDA) Internship at Information Technology Unit	Mar 2025 – Aug 2025
<ul style="list-style-type: none"> • <i>Troubleshooting hardware and software issues, providing user assistance, ensuring smooth operation of IT systems and operating systems, networking, database management, and programming languages.</i> • <i>Identifying, analyzing, and resolving technical problems related to ICT systems.</i> • <i>Designing and editing contents like image, video, poster, backdrop, and video montage.</i> 	

Kek Sayang Sdn. Bhd Trainer Baker	Mar 2023 – May 2023
<ul style="list-style-type: none"> • <i>Ensuring the proper baking methods are followed in all stages — before, during, and after baking.</i> • <i>Expertise in decorating cakes and can teach a variety of techniques for aesthetically pleasing and creative designs.</i> • <i>Managing procedures for storing and preserving cakes is essential to maintaining freshness.</i> 	

Icip-Icip Empire Part-Time Kru	Apr 2022 – Feb 2023
<ul style="list-style-type: none"> • <i>Preparing the workspace before the shift, following setup procedures, and closing tasks.</i> • <i>Responsible for preparing breaded and fried chicken and other menu items.</i> • <i>Handling a range of duties from taking orders and processing transactions at the counter, and preparation tasks in the kitchen.</i> 	

ACADEMIC/NON-ACADEMIC INVOLVEMENT

- Held the position as Exco Informasi & Penerbitan and Secretary of Academic Club (INFORMA - Diploma) – *skills in handling programs and leadership*
- Held the position as Exco Perhubungan & Publisiti (ICONS – Degree) - *handling programs and joining many events in the university*
- Got First Prize for Student Category of Poster Competition - Annual Conference of Malaysian Libraries 2024
- Got Best Poster of Konferensi Nasional Vokasional ke-2 (Indonesia)
- Got 1st prize of Annual Conference of Malaysia Libraries 2024
- Dean's List Awards - *Diploma and Degree*
- Best Student in SPM
- Certificate AI Trainer (2024)

SKILLS

- Design and Creative Tools – Adobe Illustrator, Adobe Photoshop, Adobe Animate, Canva, Capcut, Filmora
- Programming language – HTML, CSS, JavaScript, PHP, MySQL, C#, ASP.NET, Dart
- Data visualization – Power BI, Tableau
- Mobile Application Development – FlutterFlow, Flutter
- Office and Productivity Tools – Microsoft Words, Excel, Access, PowerPoint
- IT & Systems – Basic Networking, Database Management, Hardware & Software Troubleshooting

- Content Creation Skills – Creative idea generation, script planning, short-form video recording & editing for TikTok
- Social Media & Marketing – TikTok content strategy, trend analysis, audience engagement, basic TikTok Shop affiliate marketing
- Creative & Branding Skills – Storytelling, branding awareness, marketing-focused content design

LANGUAGE

Bahasa Malaysia : Excellent
English : Good

REFERENCES

Available upon request