

4-1-207. PANGSAPURI DANAUMAS. JALAN  
PLATINUM 7/58 SEKSYEN 7  
40000 , SHAH ALAM SELANGOR  
011-11128536  
nellisaemiira@gmail.com

NUR NELLISA EMIRA

EDUCATION

UITM ALOR GAJAH , MELAKA -University

Diploma in New Media Communication and Contentpreneurship UiTM Alor Gajah | CGPA 3.6 (Latest) | Expected completion of Diploma July- August 2025 | Social Media | Marketing | Photographer | Videographer | Editor | Programming | Designer

SMK SAUJANA IMPIAN, KAJANG -High School (2017-2021)

Sijil Pelajaran Malaysia (SPM) | Course : Art Stream and Sastera | Result 3A- , 2B, 3C+

WORKING EXPERIENCE

Butik AS Hijab & Dherbs , Kota Damansara (December 2024)  
Retail | Handled cash and credit transactions | Resolved customer complaints effectively | Communicate with customer | Good at communicating

Mitty & Beans, Kajang (September 2024)  
Service crew & Barista | Serve customers | Deliver food and drinks | Take care of cashier | Maintain cleanliness

Kassa Vender, Seksyen 7 Shah Alam (Jun 2024 - August 2024)  
Live Host Tiktok | Promote product | Communicate with customer | Good at using social media platforms

EXTRA-CURRICULAR

KESATRIA NEGARA  
Semester 1-3 | Foot march during semester | Road relay

TEMPUR TANPA SENJATA (TTS)  
Learn the basic of punching and kicking | Intended to defend themselves from danger

TETRABIT25 ASSISTANT PROJECT LEADER  
Assisted in project planning | Managed team tasks | Resolved issues with the leader

TETRABIT24 CREW  
Contributed as a team member of Tetrabit24 | Assisted in content creation and project execution | Collaborated with the crew to enhance audience engagement and outreach

NETBALL TOURNAMENT  
Participated in the official faculty-organized netball tournament twice | Represented the university in Semester 2 (2023) & Semester 3 (2024) | Developed teamwork, strategy, and sportsmanship skills.

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## PROJECT

### MINI GAME EXHIBITION (*Final Year Project January 2025*)

Showcased final-year game projects | Organized exhibition activities | Engaged with visitors and provided game demonstrations

### WEBSITE PORTFOLIO (*Final Year Project January 2025*)

Designed and developed a personal portfolio website | Showcased projects and skills | Implemented responsive and user-friendly interface

### LIVE SALES HOST FOR TRADITIONAL CAKES (BUSINESS OKU) (*Project July 2024*)

Hosted live selling sessions for traditional cakes | Promoted and marketed products to a wider audience | Engaged with customers to drive sales and brand awareness

### CONTENT CREATION AT HANEAH EXCLUSIVE BOUTIQUE, MELAKA (*Project May - Jun 2024*)

Created engaging digital content for brand promotion | Managed social media visuals and copywriting | Enhanced brand visibility through creative marketing strategies

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## SKILLS

Microsoft Office : Expert | Google Expert | Visual Studio Code : Expert | Canva : Expert | CapCut : Expert | Adobe Illustrator : Expert | Photoshop : Basic | Lightroom : Basic | Adobe Animation : Expert | Adobe XD : Expert | Unreal Engine : Expert | Autodesk Maya : Expert | Expert with social media marketing



# NUR NELLISA EMIRA

## Social Media Marketing / Content Creator

☎ : 60-1111128536

✉ : nellisaemiira@gmail.com

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7 40000 SEKSYEN 7 SELANGOR MALAYSIA

### 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)

### REFERENCES:

- **SIR KHAIRI BIN KHAIRUDDIN**  
(ACADEMIC ADVISOR)  
+60-65582000
- **MISS WAN AZFAROZZA BINTI  
WAN ATHMAR**  
(INDUSTRIAL TRAINING COORDINATOR)  
+60-63838175

### 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)

COVER LETTER BY

# NUR NELLISA EMIRA

## MARKETING SOCIAL MEDIA

Dear Hiring Manager,

I am writing a letter of interest regarding the position in your company. Your company is known for its innovation, professionalism, and excellence in [Industry/Field], which is why I am certain I would make a valuable addition to your team. I would be interested in learning more about the company and available opportunities, so I have enclosed my resume for your consideration.

I am confident that my experience in this field will be an asset to your company. As you will see on my resume, I have a proven record of achievements, which will allow me to make major contributions to your company.

I look forward to speaking with you to discuss how my experience and abilities match your needs. I will call you on [specific day] to see what day and time fit your busy schedule. Don't hesitate to contact me at your phone number or email address should you have any questions. I look forward to speaking with you.

Sincerely,

Nellisa Emira