

Hasmanira Lokman

Address: B2-08-06, Blok 2, Pangsapuri RSKU Danau Ria, Bandar Gamuda Gardens, Rawang

Email: semahnira@gmail.com

Hp No: 012 - 6771963



Education Background

Universiti Kuala Lumpur

Bachelor in Multimedia Interactive Design (2008), CGPA: 3.56

Universiti Teknologi Malaysia

Diploma in Science Computer (2005), CGPA: 2.95

Trainings & Upskilling

1. Front-End Web Development by General Assembly (completed in 2023)
2. MS Excel Training 1 [Basic - Advanced] (completed in 2021)
3. UI/UX Design & Product Management Training (completed in 2021)
4. Media Social Selling (completed in 2021)
5. English @ Work Training (completed in 2021)
6. LinkedIn Marketing Certification (Basic - LinkedIn Marketing Fundamentals) (completed in 2021)

Achievements & Involvements

1. Brand Refresh Project

- Updating or reimagining various elements of a company's brand identity to better align with its current goals and target audience.
- Updating the company's logo, color scheme, typography, and other visual elements to create a more modern or cohesive look.

2. Website Revamp project

- Manage project timelines - Coordinate resources
- Ensure adherence and consistency towards: Brand guidelines, Tonality and messaging & Content accuracy

3. President of WASP Committee

- Planning and implementing events for the staff to enhance staff relationships and foster teamwork, as well as to support work-life balance by lowering stress levels through social engagement and encouraging higher productivity both at work and at home.

Work Experience

The Malaysian Insurance Institute | Senior Executive, Corporate Communication & Marketing (October 2018 -Present)

- Creating advertising content: This is include the magazine, brochure, advertisement, merchandize, promotional collateral and socmed caption and planning.
- Create and maintain effective communication strategies that promote the company's message, brand, and reputation to internal and external stakeholders. This is via all communication distribution channel (Website, Socmed, Press Release and Newsletter).

Berita Harian | Webmaster, Graphic Designer (Jun 2013 - Sep 2018)

- Webmaster: Maintaining the website or portal using GN4 and Drupal, ensuring its smooth functionality and visually appealing layout. Managing posts on various social media networks, such as Facebook, Twitter, and Instagram and provide analytic data from social media posts, analyzing the performance of different content and campaigns to optimize strategies and reach a broader audience.
- Graphic designer: Responsible designing the layout of the newspaper, including both Berita Harian and Berita Minggu.

Adam and Hawa Photography | Photographer, Graphic Designer (Dec 2006 - Dec 2011)

- Photographer for events and weddings.
- Graphic designer/ Video Editor for the services.

Professional Skills

- Adobe Creative Suites (Indesign, Photoshop, Illustrator, Premiere Pro, Affter Effect, Acrobat, Captive)
- Microsoft Office (Word, Powerpoint, Excel, Access)
- Programming Language (CSS, HTML)
- Website CMS (Wordpress)

Soft Skills

- Strong communications skills
- Teamwork
- Problem-solver
- Time management
- Positive attitude

Languages

- Bahasa : Excellent
- English : Excellent

References

Malina Kazaa
Assistant Vice President of Conference
& Event Management,
The Malaysian Insurance Institute

Phone No: +60 17-335 9867

Puteri Nurdiana Adnan
Senior Designer,
JustGood Malaysia

Phone No: +60 12-376 2464