

## **Application Letter**

Your job posting caught my attention because my past experiences have been in a similar industry, thus I am familiar with the challenges. My qualifications include a 3.89 CGPA Diploma holder in UiTM in Communication and Media Studies, University of Sussex, UK alumni, a year as a Media and Marketing Executive for Honey Vacation Travel & Tours, and music/event journalist for an online music zine, The Wknd.

I have accrued extensive experiences in journalism, human resources, public relations, sales and marketing, event manager/co-ordinator for several events in the past and have developed connections with people in various media field such as ASTRO Broadcasting Network, Media Prima Network, RTM and other renowned international companies.

I am a committed team player and consider that my unique combination of academic achievements and experience in the work environments means that I can make a positive contribution to your company. In addition to leading most event projects in the media and marketing department, the experiences have allowed me to grow and develop professionally and as a leader to serve on the executive team.

Even more importantly, I have fostered a learning organization in my previous company. I have established a performance development and career planning process that utilizes both internal and external development opportunities for employees including mentoring, job-shadowing, team leadership, and practical events.

Lastly, I am anxious to contribute to a new organization with the same energy, creativity, and commitment that I have brought to my past positions. Hopefully I can continue to provide input to the strategic business issues while implementing forward thinking HR and talent management strategies. Your advertised position appears to fit my experience, accomplishments, and education.

Thank You.

Izyan Liyana

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# IZYAN LIYANA

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## Personal Profile

- Born and raised in Kuala Lumpur, Malaysia
- Age 25 – Date of Birth (22/12/1990)
- Able to communicate and write in both English and Bahasa Malaysia
- Graduated Diploma in Faculty of Communication and Media Studies, UiTM Melaka with a 3.89 CGPA
- Possess own transport, basic commission/petrol and phone allowance
- Committed team player, passionate, hardworking, able to work under pressure, able to balance social and work life, accept criticism as means to grow, positive outlook, innovative, loves to read and write and always eager to learn new things, young, open-minded, outgoing and fun!
- Excellent communication and interpersonal skills
- Proficient in CS5 (Photoshop, In Design, Premiere, Audition), HTML, CSS, Javascript, Microsoft Office, WordPress and other blogging tools and integration of social media

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## Education

Bukit Bintang Girls School (BBGS) (Class of 1990)

SMK Seri Bintang Utara (Class of 2008)

Universiti Teknologi Mara – Melaka, Diploma in Faculty of Communication and Media Studies (2008-2011)

University of Sussex, United Kingdom, Media, Film & Music (2012-2013)

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## Work Experiences

### Honey Vacation Travel @ Tours

- Media and Marketing Executive for 1 YEAR
- Marketing partners include ASTRO, RTM, Media Prima Network, and other international companies.
- Malaysia Association of Tour & Travel Agents (MATTA) Fair 2012, Sales Executive, @ PWTC
- Tsunami Charity Program in collaboration with RTM and Radio Klasik Nasional @ Aceh, Indonesia
- Travel reviews for company's advertising & marketing purposes

### 6<sup>th</sup> World Islamic Economic Forum (WIEF), Officiated by Tun Musa Hitam, 18-20 May 2010

- WIEF Staff / Usherette

### Konsert 'Rindu Pada Mu' HIJAZ Scent of Heaven, 5<sup>th</sup> March 2010

- Stage Manager / Event Coordinator / Crew

**'Touching Lives – Anti Baby Dumping Campaign', 29<sup>th</sup> September 2010** Officiated by Y.B Datuk Hj. Norpipah bt Abdol, Pengerusi Jawatankuasa Hal Ehwal Wanita, Pembangunan Keluarga dan Kesihatan Negeri Melaka

- Stage Manager / Event Coordinator / Crew

### Youth Media Carnival 2011, Dataran Pahlawan Melaka, 2&3 April 2011

- Event Manager / Event Coordinator / Crew

### The Wknd Online Music Zine (Asia and Southeast Asia)

- Music Journalist / Editor
- Managing posts on social media networks
- Editing, revising, and reviewing
- Desk-based research and conducting site visits or written/video interviews
- Interviewed highflying local and international bands like Postiljonen (Sweden), Dune Rats (Australia), Empire Of The Sun (US), Banks (US), Chk Chk Chk (US) for Good Vibes Festival 2014, Two Million Thanks (Thailand), Faiq & The Manja Mob (Malaysia), EARS – Helsinki interview for Tourism Malaysia & Guinness and more.
- Finding, pursuing, and maintaining knowledge of publishing opportunities
- Video production & editing of live performances and events

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## Achievements

- International English Language Testing System (IELTS) Score: 6.5

- Vice Chancellor's Award
  - Dean's Lists Awards for Semester 1-6
  - Top 50 High Achiever's Club Awards of Universiti Teknologi Mara, Melaka
  - Attended international seminars and trainings while working in the tourism field.
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**Possible Start Date:**

ASAP