



AINA YASMIN MOHAMAD

BACHELOR OF MASS COMMUNICATIONS (HONS)

PROFILE

A goal-driven & ambitious individual with a good working attitude and interpersonal skills. Eager to keep growing and evolving in my professions.

SKILLS

- Social media management & ad spend allocation.
- Strong command in English, both written & spoken.
- Copywriting
- Developing content marketing strategies.
- Well-versed in public interaction.

EDUCATIONAL TRAINING

2015 - 2018

• SEGi University
Diploma in Mass Communications | 3.0 CGPA

2019 - 2021

• SEGi University
Bachelor's Degree in Mass Communications:
Public Relations | 3.4 CGPA

HOW TO REACH ME

Cell: +60 11 2320 7606
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WORK EXPERIENCE

Junior Assistant

Malaysia International Dragon Boat Festival (MIDBF) | November 2015

- Tasked to create Facebook posts for the company's business profile.
- Edited legal documents and contracts in English and Bahasa Malaysia.
- Organisation of miscellaneous files.

Intern

Nash & Associates Sdn. Bhd. | September - October 2018

- Tasked to research & compile information on FMCG products such as rice, sugar, flour, cooking oil etc.
- Tasked to research & compile information on 50 charity organisations in Malaysia.
- Reached out to & communicated with selected organisations.

Intern

The Custom Mate | February - April 2021

- Tasked to promote & come up with strategies to market the business online.
- Arranged & attended meetings with government officials (Ministry of Defence).
- Edited company documents in English & Bahasa Malaysia.
- Responded to customers on social media accounts & via email.

WORK EXPERIENCE

Digital Executive

Social Grooves Sdn. Bhd. | May - July 2021

- Handled client servicing for retainer clients such as Sunway College KL, MAICSA, Philip Morris Malaysia & more.
- Pitched & created proposals for company services to clients like Encore, Tutopiya Singapore etc.
- Lead the team in a strategic content planning tender exercise for Gamuda Berhad.
- Calculated costing for performance marketing, social media management & influencer marketing.
- Handled influencer outreach.

Sales Executive

Awesome Media Network Sdn. Bhd. (Awesome TV)
September - December 2021

- Pitched to clients to come onboard & advertise on the channel.
- Pitched to clients to collaborate with the channel's in-house programmes/brand integration.
- Handled RSVP & invitees list for the company's annual corporate event in October 2021.
- Managed existing clients & maintained relationships with clients under IPG Mediabrands, such as KFC, Lazada, Munchy's, Netflix, Campbell's Soup etc.

Business Development Executive

Pow Pocket Sdn. Bhd.

December 2021 - June 2022

- Onboarded/pitched to clients in the medical field to utilize Lab2u's services.
- Curated content & produced copywriting on social media posts, company websites & all promo material.
- Spearheaded operations outside of the workplace during company events.
- Handled social media accounts & digital marketing for the company and its many projects (Immunise.my, Lab2u, TravelSafe).