

MOHAMAD KHAIRULNIZAM BIN BAKERI

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PERSONAL PROFILE

I am a professional writer and social media enthusiast with:

- A track record of creating successful social media campaigns
- In-depth copywriting & editorial knowledge and experience
- Experience in branded content storyboard preparation

WORKING EXPERIENCE

ASTRO AWANI

Social Media Producer | Dec 2015 - present

- Managing Astro AWANI social media accounts specifically Facebook and Twitter
- Producing #AWANIbyte, mobile-first video segment on Facebook page, with 30 millions aggregate views
- Editing & producing branded content for #AWANIbyte clients including Skim Latihan 1Malaysia (SL1M), Malaysia Airports Holdings Berhad (MAHB), Mass Rapid Transit (MRT), and AirAsia
- Produced comprehensive social media content for *Obviously Harith Iskander*, #1 talk show on Astro AWANI

PTPTN

Social Media Consultant | Feb - Apr 2017

- Designed National Higher Education Fund Corporation (PTPTN) social media campaign on student loan repayment, coined the #BolehBincang hashtag

HARITH ISKANDER

Digital Campaign Manager | December 2016

- Spearheaded a viral campaign to generate online voting for Harith Iskander in **winning Funniest Person In The World 2016 competition**, defeating 88 contestants worldwide

BAIT AL-AMANAH

Literary Consultant | Feb 2015 - present

- Provided editorial assessment on **publications** by Barisan Nasional (BN) Johor research house including:
 - BN Johor manifesto for upcoming general election
 - Johor Rural Rejuvenation Plan 2017
 - *Color of Inequality* - Malay version

TEROKA LLP

Investment Analyst | Feb - Nov 2015

- Prepared financial information memorandum alongside financial and investment analysis

ROMAN BUKU

Editor-in-chief | Nov 2012 - Feb 2014

- Published fiction novels & short stories collection
- Participated in Kuala Lumpur International Book Festival

BUKU FIXI

Editor & author | Jan 2010 - Oct 2012

- Published fiction novels & short stories collection
- Wrote a novel, PECAH, later **adapted to motion picture** by Grand Brilliance Sdn Bhd (now Primeworks Studio)
- Participated in Kuala Lumpur International Book Festival

SKILLS & LANGUAGES

- | | | | | | |
|-------------------|-------|-------------------------|-------|-----------------------------------|--|
| • MS Office | ●●●●● | • Public speaking | ●●●●● | • Malay | |
| • Facebook Ads | ●●●●○ | • Social media strategy | ●●●●○ | • <i>Native</i> | |
| • Tweetdeck | ●●●●● | • Digital marketing | ●●●●○ | • English | |
| • Hootsuite | ●●●●○ | • Copywriting | ●●●●○ | • <i>Professional proficiency</i> | |
| • Final Cut Pro X | ●●●○○ | • Creative writing | ●●●●● | • Arabic | |
| | | | | • <i>Basic</i> | |

EDUCATION & AWARDS

ASIAN DIGITAL MEDIA AWARDS 2016

Winning team of Obviously Harith Iskander

- Gold Award - Best Digital Advertising Campaign
- Gold Award - Best Lifestyle Website

FACEBOOK BLUEPRINT

E-Learning Programme

- Completed 30 e-learning programme on Facebook platform management including ad policies, ads manager, business manager, and campaign structure

ACCA

Dublin Business School

- Completed four professional level papers in one seating: P1, P2, P3, P7

BACHELOR OF ACCOUNTANCY

Universiti Teknologi MARA Malaysia

- CGPA 3.57
- Best Academic Achievement Award: Ranked first in UITM Kelantan out of 90 graduates
- Won 8 national intervasity Malay debate tournament
- Represented Malaysia in international oratory competition

SPM

Maktab Rendah Sains MARA Taiping

- 8A1 2A2
- Exco, Students' Representative Council

PERSONAL & INTERESTS

PERSONAL

- Married, with one son

REFERENCE

- Muzaffar Mustapa (Astro) +60 12 355 3029
- Amir Muhammad (Fixi) +60 12 231 1584

INTERESTS

- **Social media:** Verified Twitter account with 6,200 followers
- **Travelling:** Solo backpacking across 21 European cities in 2014
- **Reading:** Ardent fan of Franz Kafka, John Grisham, Dan Brown, and Aravind Adiga