



# NUR SAFINA OTHMAN

## CONTENT WRITER

### GET TO KNOW ME

A writer with 10 years+ experience and as someone who enjoys travelling, I have learned that combining both passion and hobby is what enables me to produce unconventional, memorable outcomes along with my career. A Malay native speaker with good command in English.

### EDUCATION

**DIPLOMA IN INTEGRATIVE JOURNALISM**  
Malaysia Institute of Integrative Media (MIIM),  
WP Kuala Lumpur  
2005 - 2008

### PROFESSIONAL SKILLS

- Fundamental of SEO and Google Analytics
- Fundamental of HTML coding skills
- OS/Windows platforms & MS Office
- CMS
- Copywriting
- Photo editing
- Social media marketing
- Translation BM ↔ ENG

### PERSONAL SKILLS

- Detail-oriented
- Strong research skills
- Strong leadership/mentorship skills
- Ability to handle multiple projects simultaneously in a fast-paced environment
- Ability to work well both independently and in a team
- Time management
- Fast learner

### FUN FACTS

Aside from writing and creating content, I find passion in sharing my knowledges and experiences with junior writers. I also enjoy travelling and taking photographs and editing them as I love saving those as apart of my travel memories. I love cooking and I'm a rock music fan.

### GET IN TOUCH

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### WORK EXPERIENCE

#### CONTENT MARKETING SPECIALIST

*AVANA, Selangor Darul Ehsan | Nov 2020 - June 2021*

- Planned and reviewed content for social media channels
- Created and proofread content for website and campaign landing page, blog, newsletters and more
- Developed content for tutorial scripts, marketing campaigns, product content, promotions, notifications and more
- Produced or enhanced UX copywriting for the dashboard and mobile app
- Updated and elaborated content for pitch deck
- Created content or copywriting for marketing, sales and partnership campaigns
- Assisted and reviewed all content-related materials

#### SENIOR WRITER

*Catch That Bus Sdn Bhd, WP Kuala Lumpur | May 2016 - Oct 2020*

- Created content campaigns that align with marketing objectives and company goals (CatchThatBus and Trokka)
- Produced, proofread and customised content for all social media platforms, including branding guidelines of Trokka.com (an online booking platform for travel tours) and website creation for the company and clients (Airport Coach, Hatyai Express, Klang Sentral)
- Performed online and on-the-ground primary research for blog posts, articles, guides and other content
- Worked with the marketing team to analyse content performance metrics, such as total attention time, click-through rate and social following growth, and apply those insights to improve existing content and develop better content ideas for the future
- Marketing or content collaboration with bus operators and partners (Lazada, Boost, OYO, GoPayz, Touch 'n Go)
- Wrote and A/B test the company web copy, including CTAs, value props and landing pages (includes creating alt-tags, title tags, and meta tags)
- Led Content team and co-manage Customer Service to help improving performance and customer experience
- Produced press releases and handle media queries

#### FREELANCE WRITER

*WeChat Malaysia Sdn Bhd, WP Kuala Lumpur | Oct 2015 - May 2016*

- Wrote food & beverage based articles for a mobile app called iPick - operates under WeChat Malaysia

#### SENIOR WRITER

*Cinema Online Sdn Bhd, Selangor Darul Ehsan | Mar 2009 - Dec 2014*

- Managed Tupai Malaysia website
- Researched, produced and proofread editorial content for Tupai Malaysia and English website, Cinema Online (Asian and international movie industry)
- Managed social media accounts for both websites
- Worked with various clients such as MSN, Yahoo! and Digital 5
- Worked closely with management and editor in managing clients' contracts, writers and freelancers

#### INTERN

*Utusan Karya Sdn Bhd, Selangor Darul Ehsan | 2007*

- 3 months internship under a Malay entertainment magazine, URTV
- Covered entertainment events & press conferences, produced editorial content, planned photoshoots and conducted an interview with celebrities
- Handled a few columns during the internship period