



# NUR SAFINA OTHMAN

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A detailed-oriented writer with over a decade of experience. I thrive on combining my love for travel with my professional pursuits to create unique and memorable outcomes. As a native Malay speaker with strong fluent in English, I bring linguistic versatility to my work, whether through copywriting, content creation, or translation. I'm eager to return to freelancing, with a goal of becoming a certified translator to deepen my passion for languages.

## WORK EXPERIENCE

### AVANA, Selangor

November 2020 - June 2021

#### Content Marketing Specialist

- Planned and reviewed content for social media channels.
- Created and proofread content for website and campaign landing page, blog, newsletters and other digital platforms.
- Developed content for tutorial scripts, marketing campaigns, product content, promotions, notifications and more.
- Produced, translated and refined UX copy for the dashboard and mobile app, updating content for pitch deck.
- Crafted copy for marketing, sales and partnership campaigns.
- Assisted and reviewed all content-related materials.

### Catch That Bus Sdn Bhd, WP Kuala Lumpur

May 2016 - October 2020

#### Senior Writer

- Developed content campaigns aligned with marketing objectives and company goals for CatchThatBus and Trokka.
- Created, proofread and customised content for all social media platforms, adhering to branding guidelines of Trokka.com (an online booking platform for travel tours) and supporting website development for the company and clients like Airport Coach, Hatyai Express, Klang Sentral.
- Conducted primary research both online and on-site for blog posts, articles, guides and other content.
- Collaborated with the marketing team to analyse content performance metrics, such as total attention time, click-through rate and social following growth, using insights to enhance existing content and generate new ideas.
- Partnered with bus operators and other collaborators, including Lazada, Boost, OYO, GoPayz and Touch 'n Go.
- Wrote and A/B test web copy, including CTAs, value propositions and landing pages, and created alt-tags, title tags, and meta tags.
- Led the content team and co-managed customer service to enhance performance and customer experience.
- Produced press releases and handled media queries.

### WeChat Malaysia Sdn Bhd, WP Kuala Lumpur

October 2015 - May 2016

#### Freelance Writer

- Crafted engaging and informative food and beverage articles for iPick mobile app, powered by WeChat Malaysia.

### Cinema Online Sdn Bhd, Selangor

March 2009 - December 2014

#### Senior Writer

- Oversaw Tupai Malaysia's website, researching, producing, and proofreading editorial content for both Tupai Malaysia and Cinema Online, focusing on the Asian and international movie industries
- Managed social media accounts for both platforms.
- Collaborated with prominent client such as MSN, Yahoo!, Digital 5 and movie distributors including Sony Pictures Malaysia, Warner Bros. and more.
- Worked closely with management and the editor to handle client contracts, as well as manage writers and freelancers.

### Utusan Karya Sdn Bhd, Selangor

2007

#### Internship

- Completed a three-month internship at the Malay entertainment magazine, URTV.
- Covered entertainment events and press conferences, produced editorial content, planned and managed several columns.
- Planned and organized photoshoots, and conducted interviews with celebrities.

## EDUCATION

### Malaysia Institute of Integrative Media (MIIM), WP Kuala Lumpur

2005 - 2008

#### Diploma In Integrative Journalism

## SKILLS

**Technical Skills:** Fundamental of SEO and Google Analytics, Fundamental of HTML coding skills, OS/Windows platforms & MS Office, CMS (Content Management System), Copywriting, Photo editing, Social media marketing, Translation ENG <> BM

**Soft 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