



FARAH QISTINA
BT ZAIRIN

PROFILE

I am eagerly looking to gain experience and to continuously challenge my own level of competency.

OBJECTIVES

Seeking for a position where I can use wit and persuasion to form a compelling voice in order to bridge the gap between audience and the brand to client's satisfaction.

CONTACT INFO



016 - 6976 020



farahqistinazairin@gmail.com



<https://farahzairin.journoportfolio.com/>

REFERENCE

Alexis Lau, Supervisor
Xavier Mah Consultancy
017 - 370 1719

Khaidi Kamaruddin, CEO
BULB Communique
012 - 296 2926

WORK EXPERIENCE

Sept 2020 - Xavier Mah Consultancy | Public Relations Exec cum Present Content Writer

- Craft articles for xaviermah.my
- Write editorials based on interviews with personnels and press releases
- Write press releases and email pitches
- Manage Xavier Mah's LinkedIn profile
- Curate social media and web copies
- Rebrand products & social media accounts
- Write scripts and direct videos for social media content

Mar - Aug 2019 BULB Communique | Intern

- Social media visuals
- Copywriting
- Scriptwriting
- Research & Development
- Graphic Design/Illustration

Oct - Dec 2014 Archadian | Intern

- Recruiting
- Media communications
- Research & Development

EDUCATION

2016 - 2020 Bachelor in Media Science, CGPA 3.52
Management & Science University

2014 - 2012 Diploma in Mass Communications, CGPA 3.66
City University Malaysia

SKILLS

HARD

Writing

- Content Writing
- Scriptwriting
- Copywriting
- SEO

Public Relations

- Social Media
- Campaign Strategy

LANGUAGE

- Malay
- English

SOFT

- Speaking
- Listening
- Teamplayer
- Creative
- Quicklearner
- Research
- Attention to detail

SOFTWARES



Farah Qistina Binti Zairin

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Looking to expand horizons, work with passionate individuals, and break free from comfort zones. I compulsively start my duties as soon as I can, and make sure to research my tasks before submitting them well ahead of deadlines. When the day is done and personal goals are achieved, I reward myself by scrolling through memes.

Experience

Content Writer

Xavier Mah Consultancy

- Craft articles and content for website publishing at xaviermah.my
- Write editorials based on interviews with personnels and press releases
- Write press releases and email pitches
- Manage Xavier Mah's LinkedIn profile
- Curate social media and website copies
- Write scripts and direct videos for social media content
- Rebrand social media accounts and product lines
- Conduct research, media monitoring and media clippings

Intern

BULB Communique, Petaling Jaya

- Wrote copies, storylines and scripts for advertisements
- Wrote content in decks for client presentations
- Designed visuals and copies for social media and key visuals
- Sketched fresh social media idea contents for consideration
- Contributed ideas for campaigns from conception to completion
- Minor illustrations
- Research in regards to our clients' briefs and portfolio

Intern

Archadian Sdn Bhd, Petaling Jaya

- Reviewed resumes and applications to screen for candidates
- Posted job opportunities on job boards and observed feedback
- Utilised social media to recruit new employees
- References candidate resumes to customer account managers for evaluation submission
- Communicated with potential hires to provide clarity on expected tasks



Sept 2020 -
Present

Mar - Aug 2019

Oct - Dec 2014



2016 - 2019

Education

Bachelor in Media Science (CGPA 3.52)

Management & Science University

- Member of Creative Arts Club
- Member of Music Club
- Playwrighter of Kelab Teater Ceritera
- Recorded and edited footages during university events

2012 - 2014

Diploma in Mass Communication (CGPA 3.66)

City University Malaysia

- Managed an event for a three-day seminar at Port Dickson



Skills

Hard

Writing

- Content Writing
- Scriptwriting
- Copywriting
- SEO

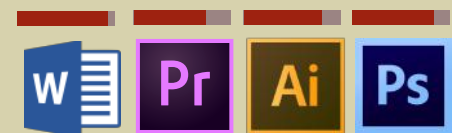
Public Relations

- Social Media
- Campaign Strategy

Soft

- Speaking
- Listening
- Teamplayer
- Creative
- Quicklearner
- Research
- Attention to detail

Software



Language

- Malay
- English



Hobbies



Watching movies



Reading



Photography



Illustration



Writing



Volunteer work

Art with Love at Hospital Tengku Ampuan Rahimah, (HTAR)

Hand 2 Hand at Opah Hasnah Orphanage House

Merdeka Journey to Orphanage House



Certifications

Idea Regeneration Expo, Management & Science University

Playwrighter of Kelab Teater Ceritera