

FARAH QISTINA

PERSONAL BACKGROUND

A storyteller, a chaser, and a dreamer.



LET'S HAVE A CHAT!



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

SOFT SKILLS

Speaking
Listening
Storytelling
Communicating
Team player

HARD SKILLS

Speaking
Copywriting
Scriptwriting
Branding

REFERENCES

Aisyah Amirah Mokhtar,
Product Marketing Manager at *Traveloka*

Alexis Lau,
Supervisor at *Xavier Mah Consultancy*

WORK EXPERIENCE

Writer cum Radio News Announcer at Fly FM (Media Prima Audio)

Media Prima Audio, April 2021 to Present (Contract)

- Presenting / writing radio scripts for news, traffic and PSAs for broadcasting
- Ensuring timely broadcast and deliverables
- Writing digital content (social issues articles / movie reviews) for flyfm.audio
- Writing reports including but not limited to Malaysian Communications and Multimedia Commission (MCMC)

Freelance Copywriter (Remote)

Traveloka, February 2022 to Present (Contract)

- Crafting social media copies and blog content
- Delivering push notifications, landing pages and newsletters
- Providing ENG to BM translations

Public Relations Executive cum Content Writer

Xavier Mah Consultancy, Sept 2020 - Jan 2021 (Apprenticeship)

- Wrote scripts, email pitches, articles and web content/ copies for Xavier Mah Consultancy
- Produced press releases for clients' perusals
- Curated social media copies and content for branding purposes

Creative Intern

BULB Communique, Mac 2019 - Aug 2019 (Internship)

- Wrote storylines and scripts for advertisements
- Designed visuals and copies for social media and key visuals
- Minor illustrations

ACADEMIC HISTORY

Management & Science University

Bachelor in Media Science

- Graduated with a CGPA of 3.52 and made the Dean's List three times.
- Was exposed to principles of copywriting, scriptwriting, art and design, and filming.

City University of Malaysia

Diploma in Mass Communications

- Graduated with a CGPA of 3.66 and made the Dean's List.
- Was exposed to media studies, journalism and broadcasting.

ACHIEVEMENTS, CERTIFICATIONS AND VOLUNTEER WORKS

Employee of the Quarter @Media Prima Audio
Idea Regeneration Expo @Management & Science University
Playwrighter of Kelab Teater Ceritera
Art with Love at Hospital Tengku Ampuan Rahimah, (HTAR)
Hand 2 Hand at Opah Hasnah Orphanage House