

# ARYANA SOFEA

## Contact

### Address

Shah Alam, Selangor, 40160

### Phone

0173754955

### E-mail

sofea@live.com

## Skills

MS Word, MS Excel, MS  
Power Point

Windows Movie Maker, iMovie.

Content Marketing

Knowledge of content  
management

Content editing

Unique content creation

## Languages

English

Malay

Mandarin

An agile content writer proficient at multitasking and have great verbal and written communication skills. Expertise includes researching, writing and editing diverse content. I am a fresh graduate but I bring 1 year of content creating experience. Recognized for performance excellence and contributions to success in the industries I have entered. My strengths in writing, communicating, and marketing are backed by training in my Bachelors in Communications degree. I am motivated to learn, grow and excel in all industries I enter.

## Work History

2020-10 -

Current

### Freelance Content Writer

*Naratif Media, Mont Kiara, Petaling Jaya*

- Utilized exceptional writing, editing and proofreading skills to produce engaging and error-free content.
- Uses Grammarly to write and submit error-free article copy.
- Wrote and edited high-quality content and visually impactful programs under deadline pressure with exciting, captivating and authentic approach.
- Completed keyword research to target clients based on keyword targeting.

2020-01 -

2020-05

### Internship Content Creator

*AirAsia RedTix, Kuala Lumpur, Wilayah Persekutuan Kuala Lumpur*

- Develop original content through social listening and independent sources.
- Generated multiple daily new blog posts by monitoring industry news and cultivating sources.
- Played instrumental role in creative planning and review sessions, working with resourceful team to elevate quality of content and designs.

2017-01 -

2019-10

### Facilitator

*EDUACTION Malaysia, Petaling Jaya, Selangor*

- Perform facilitator jobs such as managing crowds and assisting "Trainers" at team building company for corporate clients with Edu-Action.
- Enhanced leadership abilities and expertise by delivering forward-thinking training to over management staff in numerous companies such as Huggies and Novaris.
- Facilitated dialogue between participants, family and program workers to provide best possible program and individualized program.

2019-07 -

2019-08

### Docent

*LOUIS VUITTON TIME CAPSULE, Kuala Lumpur, Wilayah*

### *Persekutuan Kuala Lumpur*

- Memorized LV's history and Time Capsule layouts to provide comprehensive and top notch guest services.
- Organized museum entryways and walkways to maintain inviting and educational atmospheres.
- Increased attendance through effective social media management.

2018-06 -  
2019-06

### **Mathematics Tutor**

*Mathnasium Malaysia, Kota Damansara, Petaling Jaya*

- Spearheaded group tutoring sessions to help students struggling in similar areas.
- Collaborated with students to complete homework assignments, identify lagging skills and correct weaknesses.

2017-06 -  
2018-07

### **Social Media Coordinator**

*AFS Malaysia Returnee Alumni, Petaling Jaya, Selangor*

- Responsible for handling social media accounts of AFS Malaysia Returnee Alumni
- Coming up with new content as well as engaging with followers of Facebook and Instagram page.
- Increased number of followers and engagement by 50%.

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## **Education**

2016-11 -  
2021-01

### **Bachelor of Science: Communications**

*Troy University - United States*

- A 4+0 years program of completing 4 years of degree education based on syllabus provided by Troy University in Malaysia.
- Majored in Communications
- Minored in Psychology
- Vice President of Troy Club

2013-01 -  
2013-12

### **Sijil Pelajaran Malaysia**

*Sekolah Menengah Kebangsaan Seremban 2 - Malaysia*  
Achieved 9As and 1B.

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## **Accomplishments**

- Co-wrote and directed a full-length English play (Cinderella: A Twisted Ever After).
- Presented on the Mary Kay Letourneau - Che Abdul Karim case at the Troy University Psychology Conference
- Won 1st place for a singing competition - SEGI IDOL 2017

- Wrote 18 articles for AirAsia RedTix's website in 2 months time.
- Hosted a comedy skit 'RedTix & Isolate' with PapiZak and Kavin Jay on Youtube.
- Collaborate with local and international artists for AirAsia RedTix's Youtube Channel.
- Successfully finished a student exchange program to China.