



# Hafiz Zulkifle

Social Media Marketing

## CONTACT

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## EDUCATION

2005  
**PENGAJIAN ISLAM**  
SMK BENTONG

2010  
**MEDIA & COMMUNICATION**  
UiTM Alor Gajah, Melaka

## PRO.SKILLS

Graphic Design

Video Editor

Content Creator

eCommerce

Social Media Handler

Communication

## PROFILE

Im a Media & Communication graduated, currently 30 years old. Now working as Social Media Marketing cum Graphic & Video Editor, responsible with creating content, creating product artwork such as catalog, video demo. Been working 7+ years in graphic n video editing. Been handling social media page such as Facebook, Google, Instagram & TikTok for the company. Also experienced in eCommerce marketing such as Shopee & Lazada.

## EXPERIENCE

2015-Present  
ITS Office Appliances Sdn Bhd

### SOCIAL MEDIA MARKETING

Been handling all graphic work for the company, including catalogs and product demonstration videos. I provide product images for display on the company's website and e-commerce platforms. In addition, I manage all social media platforms for the company, such as Facebook, Instagram, and TikTok. I am also responsible for managing the company's e-commerce websites on platforms like Shopee and Lazada. Daily tasks involve uploading content to the company's website for new products, promotions, and other updates. I also prepare and deliver seasonal content to customers, such as for celebrations. Among the weekly tasks, I create important videos for the company, such as company profiles and promotional videos. Additionally, I handle procurement for the company.

2018 - 2020  
Rumah Baginda Production

### COMPOSER / MUSICIAN / AUDIO MIXER

In the year, I formed a group to manage an R&B-themed musician based in Puchong. My tasks involve handling mixing and recording software, from recording and playing certain musical instruments to creating lyrics in order to complete a song. I also handle music video production, from filming to video editing.