

ANUSHA ABISHEGAM

- WRITER
- EDITOR
- MEDIA MANAGER

MAIN OBJECTIVE

I am a writer and content curator with a diverse background in media management, corporate events, brand curation, and digital spaces. I excel in both creative and formal settings, and would like to further hone my skills in communication and design.

HOBBIES AND INTERESTS

- Literature, fiction and non-fiction.
- Digital styles of mass communication.
- Film and Music.
- Interest in Sociopolitics, Psychology, and Education.

ACHIEVEMENTS / OTHER

- (PMXPERTZ) Technical Writing Clients: MAXIS, Sapura Energy Bhd.
- (PurposeBuilt) Content Curation Clients: Volkswagen, CE LA VI Kuala Lumpur, Dolly Dim Sum, AEM SDN BHD.
- Cast as narration and voiceover talent, including for NatGEO Young Explorers.
- Cast as actor in two separate university-level short film productions.
- Comprehensive sound designer and live audio engineer for theatre production "The Retreat" in 2017.
- Audiovisual volunteer at TEDx 2017.
- Co-scriptwriter for "Mahsuri" - winning production of 'Best Innovation in Musical Theatre' at BCAA14 in 2016.

GET IN TOUCH!

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WORK EXPERIENCE

Contractual Technical Writer and Document Manager

PMXPERTZ | 2019 - 2020

- Attended client meetings to identify requirements for projects.
- Managed document control per project.
- Created documentation inclusive of Requirements Documents, Design Documents, User Test Scripts, and User Guides.

Content Strategist

PurposeBuilt (Malaysia) SDN BHD | 2018 - 2019

- Developed content for campaigns: social media, website, video, print.
- Managed social media platforms for clients including report generation.
- Attended client meetings, liaised with various parties to curate content.
- Handled overall editing and creative writing.

Professional Development Executive

Institute of Internal Auditors Malaysia | 2018

- Liaised with speakers, trainers, and attendees.
- Managed and designed promotional material (digital and print).
- Designed and managed scheduling of email newsletters.
- Liaised with webmaster and print publications.
- Assisted in audiovisual presentations during events.
- Handled overall editing and copywriting.

Freelance Document Editor

ITX Asia | 2017 - 2018

- Edited corporate documents for corporate clients.
- Liaised with overseas office.
- Regulated document control and technical editing.

Copywriter and Production Manager

Monad International SDN BHD | 2016 - 2017

- Created scripts for short videos and event speeches.
- Handled copywriting for company-related matters, proposals, website content & social media.
- Edited videos, designed Facebook ads.
- Carried out single-camera productions.
- Assisted the design and marketing team with a variety of client projects.
- Updated the company's social media channels.

English Tutor

Cambridge EL Studio | 2016 - NOW

- Taught English according to Cambridge Learner syllabus.
- Taught various levels of students ranging from age 9 to age 19.

Producer and Editor-in-Chief

Centrestage.my | 2016 - 2017

- Produced content for Fine Arts segment.
- Conducted interviews, reviewed shows, reported events.
- Edited overall site content.
- Managed interns and co-managed small events.

The Bigger Picture Intern

BFM 89.9 Radio Station | 2014 - 2015

- Handled media management, podcasting, interview preparation.
- Assisted in audio recording and post-production.
- Audio-produced radio commercials & segment specials.

ACADEMIC BACKGROUND

SAE Institute of Malaysia

Diploma in Digital Creative Media | Class of 2015

SMK USJ 13

SPM Certificate | Class of 2009