



# NURUL ATIQA H BINTI JOHARI

## PROFILE

Enthusiastic and results-driven Writer with 2 years of experience in the entertainment, lifestyle and digital media industry. Proficient in crafting engaging content, managing social media platforms, and conducting exclusive interviews. Adept at working in fast-paced environments with strong communication, adaptability, and critical thinking skills. Seeking a new opportunity and ready to bring that same energy in media, writing and content strategy.

## WORK EXPERIENCE

**DIGITAL EDITOR**

MAY 2025 - PRESENT

GirlsVibe Malaysia, PressLogic Malaysia Sdn Bhd

- Planning, writing, and editing content that aligns with the GirlsVibe tone and style, including social media posts, articles, and short video scripts.
- Monitoring and responding to comments, messages, and mentions on social media platforms to engage with followers and build relationships.
- Interviewing celebrities & KOLs at the events attended for GirlsVibe exclusively.
- Stay updated on Malaysian women's trends in beauty, fashion, and lifestyle to create high-engagement content.
- Leveraging data analytics to refine content strategy, increasing social media reach and interaction.
- Contributing innovative ideas in brainstorming sessions to enhance brand appeal.

**CONTENT WRITER (Entertainment Journalist)**

AUG 2022 - JUNE 2024

XTRA, Rev Media Group, Media Prima Berhad

- Covered of major entertainment events such as red carpet premieres and industry award shows, resulting in a substantial increase in viewership and engagement, enhancing the impact and reach of the coverage.
- Created, wrote, proofread and published 3-6 articles per day for XTRA.
- Conducted exclusive celebrity interviews, creating engaging stories that attract a large digital audience, thereby strengthening XTRA's reputation as a source for compelling entertainment content and increasing its viewership.
- Developed and executed a strategic content strategy centered on trending entertainment topics, leading to significant growth in XTRA's social media followers and engagement, enhancing its online presence and audience interaction.
- Established valuable partnerships with key industry stakeholders, securing exclusive access to events and news scoops, solidifying XTRA's reputation as a premier source for entertainment news.
- Assessed and inform public about upcoming events and bands through social media sites and online blogs.
- Developed and maintain strong working relationships with industry professionals and contacts.

**SOCIAL MEDIA & CONTENT WRITER INTERN**

APR 2022 - JUNE 2022

XTRA, Rev Media Group, Media Prima Berhad

- Assisted in creating and curating content for XTRA social media platforms such as TikTok, Facebook, Instagram, and X.
- Monitored and responded to comments, messages, and mentions on social media platforms to engage with followers and build relationships.
- Stay up-to-date on industry trends and best practices in social media marketing to inform strategy and content creation.
- Wrote and published 1-3 articles per day for XTRA.
- Interviewed celebrities at the events attended for XTRA exclusively.

## REFERENCE

<b>Muhammad Kamaruddin Mohd Razal</b> Head of Editor, XTRA Phone: 012-2437691 Email : kamaruddin.razal@revmedia.my	<b>Amanda Loh</b> Deputy Managing Editor, GirlsVibe Malaysia Phone: 017-3719664 Email : amanda.loh@girlstyle.com
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## CONTACT

- 019-6597556
- nrlatqh66@gmail.com
- Seberang Jaya, Pulau Pinang

## EDUCATION

- 2018 - 2022
- UNIVERSITI SAINS MALAYSIA, PENANG
- Bachelor of Communication (Hons)
  - Major in Films & Broadcasting
  - Minor in Psychology

## SKILLS

- Content Writing
- SEO Writing
- Journalism
- Press Releases
- Public Relations
- Social Media Management
- Problem Solving
- Adaptability
- Teamwork
- Time Management
- Leadership
- Effective Communication
- Critical Thinking
- Detail-Oriented

## TECHNICAL SKILLS

- MICROSOFT OFFICE
  - Word, Excel, Powerpoint, Outlook
- CONTENT MANAGEMENT SYSTEM
  - WordPress
- ANALYTIC TOOL
  - Insider (Web Push)
- ADOBE CREATIVE SUITES
  - Premier Pro (Basic)
- EDITING TOOLS
  - Canva, Capcut, Inshot

## LANGUAGES

- Bahasa Melayu (Fluent)
- English (Fluent)