



NURUL ATIQA H BINTI JOHARI

CONTACT

☎ 019-6597556

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📍 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)

PROFILE

Experienced Content Writer with 2 years in the entertainment industry who is specializing in social media management, content writing, communication skills alongside with other soft and technical skills seeking an opportunities to fulfill the role as advertised.

WORK EXPERIENCE

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

Muhammad Kamaruddin Mohd Razal

Head of Editor, XTRA

Phone: 012-2437691

Email: kamaruddin.razal@revmedia.my