

SITI FATIMAH BINTE AZMI

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Professional Summary

Demonstrated expertise in digital content creation, graphic design, and social media engagement, with a strong academic background and hands-on experience in environmental conservation and event management. Proficient in technical skills and creative arts, complemented by effective communication and teamwork abilities. Proven track record of enhancing user experiences through interactive technologies and fostering positive engagement in various projects and initiatives.

Experience

McDonald's Crew (Singapore) | McDonald's

Sep 2025 - Present

- Completed the Singapore Food Agency (SFA) Food Safety Course Level 1 and associated assessments, obtaining a Statement of Attainment (SOA) from SkillsFuture Singapore (SSG)
- Implemented and adhered to food safety and hygiene policies in accordance with SFA and SSG standards
- Identified areas for improvement based on hygiene audit findings to enhance overall food safety and hygiene practices
- Contributed to the development and auditing of food safety and hygiene management systems to ensure regulatory compliance and continuous improvement

Freelance (Singapore) | @curiou.siti on Instagram

May 2022 - Present

- Developing and curating digital illustrations and graphic designs for movies, Formula 1 teams and drivers, music artists and bands, and DC Comic Characters, resulted in positive reactions from the online community, showcasing a strong ability to gain engagement on social media through the algorithm.
- Managed personal business account on Instagram, gained over 300 followers since 2022 without the use of external advertising, user engagement and interactions are an average of 10k per month which includes views, likes, shares and reposts.

Skills

- Prototyping
- Attention To Detail
- Collaboration
- Creativity
- Emotional Intelligence
- Empathy
- Flexibility
- Positive Attitude
- Problem-Solving
- Teamwork
- Work Ethic
- Time Management
- Adaptability
- Active Listening
- Creative Blog Writing
- Creative Writing
- Fine Arts (Painting, Sculpture, Drawing, Etc.)
- Graphic Design Software · Illustration
- Idea Generation
- Photography
- Product Design
- Technical Writing
- Video Editing
- Campaigns Sales & Marketing
- Account Management

- Social Media Content Creation

Education

Secondary, GCE O-Level
Bukit Merah Secondary
2021 - 2024

Diploma in Digital Content Creation
Republic Polytechnic
2025 - 2028

Certification

- Director's Roll of Honour | Republic Polytechnic Year 1 Semester 1 | 2025

Projects

RP MSIG (RP Marine Science Interest Group)

Link: -

- Participated in Coastal Walks at Coney Island and Kranji Coastal Boardwalk, engaging in hands-on exploration of marine ecosystems and promoting awareness of coastal conservation efforts
- Attended lectures and talks on aquatic wildlife preservation, enhancing knowledge of biodiversity and conservation strategies while actively contributing to discussions on sustainability and environmental protection.

Paper Monkey 'No Strings Attached 2025' Event

Link: -

- Assisted in setting up interactive avatars for attendees by managing multiple iMac stations, ensuring a seamless user experience during the event
- Engaged with performance attendees, including children and adults, fostering a welcoming atmosphere and encouraging participation in interactive activities
- Provided technical support and guidance to attendees during avatar creation, resulting in a smooth and enjoyable experience for all participants
- Utilized Adobe Character Animator and Photoshop to create engaging and visually appealing avatars, enhancing attendee interaction and satisfaction.

Additional Information

- Languages | English (Native), Malay (Fluent)