

THUM KAH YAN 譚嘉欣

Copywriter

Copywriter with a journalism foundation, crafting high-performing beauty and e-commerce campaigns. Multilingual (EN / Chinese / BM), combining storytelling with conversion-driven strategy.

EXPERIENCE

COPYWRITER

Accenture | *Jun 2023 - present*

- Write conversion-driven e-commerce copy for leading global beauty brands across MY & SG markets
- Develop campaign messaging for mega sales (9.9, 11.11), payday, and product launches across Shopee & Lazada
- Localise content across English, Mandarin, and Malay

ASTRO

Aug 2020 - May 2023

Broadcast Journalist & News Presenter

Nov 2022 - May 2023

- Wrote and delivered news content across MY FM, MELODY FM and GOXUAN, Chinese radio networks
- Presented news, traffic, weather, and sports updates with clear, engaging delivery

Assistant Producer & News Editor

Aug 2020 - Oct 2022

- Led daily news desk operations, driving story ideation and end-to-end digital and social media content production for Hotspot 《热点》, an online news portal
- Drove growth in social media and website traffic through audience-driven news content
- Supported production for Prime Talk 《八点最热报》, a TV program, from research to studio execution

CREATIVE WRITER/ COPYWRITER

Media Prima | *Sep 2018 - Jul 2020*

- Wrote radio commercials in Mandarin and Cantonese for One FM (now Eight无限), a Chinese-language radio station
- Managed recording sessions and liaised with clients to deliver campaign requirements
- Translated e-commerce content and created audience-focused digital content

FREELANCE CONTENT WRITER & TRANSLATOR

2019 - present

- Create Mandarin content across social media and digital platforms, including video, reels, articles, and ads



CONTACT

- +6016-4674636
- thumkahyan@gmail.com
- Kuala Lumpur, Malaysia
- Portfolio: thumkahyan.com

SKILLS

COPY & CONTENT

- Campaign messaging & brand voice
- E-commerce & conversion copy
- UX writing (CTAs, user flows)
- Content research & audience insights
- Long-form & short-form content

LANGUAGES

- Mandarin (Simplified & Traditional) – Native
- English – Professional proficiency
- Malay – Working proficiency
- Cantonese – Professional proficiency
- Hokkien – Conversational

TOOLS & PLATFORMS

- WordPress / CMS
- Google Analytics
- Adobe Creative Suite (Photoshop, Illustrator, Audition)
- AI Tools (ChatGPT, Gemini)

EDUCATION

BACHELOR OF ARTS

Sept 2014 - June 2018

Shih Hsin University, Taiwan
台灣世新大學

Department of Radio, TV & Film
(Division of Radio)
廣播電視電影學系 廣播組