

Bright and proactive team player, driven by energetic and positive mindset. Skilled in bridging creative vision with strategic business initiatives, from brand development and design to event coordination and partnership growth.

SOFT SKILLS		LANGUAGE	
- Communication	- Proactive Initiator	Advanced	- English
- Problem Solving	- Quick Learner		- Mandarin
- Leadership	- Positive Mindset	Intermediate	- Cantonese

EDUCATION		REFERENCE	
FEB 2020 - JUN 2022	JAN 2014 - DEC 2018	Haslina Rafee	Zhe Hui Lee
BACHELOR OF CREATIVE ARTS [MAJOR IN FILM & TV]	SECONDARY SCHOOL	Qing Gallery HR Manager	Ken TTDI Hospitality Manager
JMC Academy Sydney	Sri Bestari Private School	+6011 1062 4095	+6011 5588 9058

EXPERIENCE

GRAPHIC & CREATIVE CONTENT DESIGNER

IMMERSIFY KL - September 2024 - Present

Brand Identity & Visual Direction: Led the creative development of immersify KL's brand from pre-launch through to present-day growth. Conceptualised a cohesive visual identity and tone across all platforms, ensuring brand consistency in digital, print, merchandise, and environmental design.

Design Execution & Oversight: Designed all key visuals, marketing assets, and branded merchandise. Managed sourcing, vendor coordination, and full production pipelines — from concept to installation — maintaining quality and alignment with brand objectives.

Website & Digital Experience: Designed the company website from scratch and worked closely with developers to launch a responsive, visually engaging platform optimised for both aesthetic and performance.

Content Creation: Scripted, filmed, edited, and wrote copy for engaging social media and campaign content, blending storytelling and brand messaging to connect with diverse audiences.

Sales & Client Engagement: Served as the main point of contact for sales enquiries, walkthroughs, and group bookings (including schools, tours, and corporate visits). Consistently converted leads into confirmed sales through tailored solutions and effective follow-up.

EXPERIENCE

(continued - immersify KL)

Partnership Development: Built and nurtured partnerships with hotels, OTAs, and tourism stakeholders to elevate brand visibility and create collaborative sales opportunities.

Operational & Administrative Systems: Created streamlined spreadsheets and filing systems to track sales and bookings, ensuring smooth internal operations and reliable data access.

Event Enquiries & Coordination: Acted as the main point of contact for all event enquiries, organised site visits, sourced catering, furniture, and staging, and supported ongoing planning and negotiations for large-scale group bookings.

COMMUNICATIONS EXECUTIVE

MENARA KEN TTDI - August 2023 - March 2024

Campaigns & Events: Initiated and executed engaging campaigns and events, increasing both online and offline community participation. Collaborated with cross-functional teams to ensure brand alignment and marketing impact.

Social Media: Filmed, edited, and scripted vibrant content that led to a 1800%+ increase in engagement across multiple platforms, fostering strong community interaction.

Website Design & Development: Proposed, designed, and developed a full website redesign from the ground up to enhance user experience, strengthen brand presence, and improve lead conversion through optimised structure and strategic copywriting.

Graphic Design: Designed branded merchandise, gifts, and collaterals to elevate brand visibility and ensure visual consistency across touchpoints.

MARKETING & SOCIAL MEDIA EXECUTIVE

QING GALLERY - February 2023 - August 2023

Social Media: Managed and created compelling, brand-aligned content, achieving a 150% increase in social media following. Filmed and edited reels that drove a 1070% spike in engagement.

Website Management: Oversaw website development and day-to-day maintenance. Implemented an advanced communication system to enhance client interaction and prioritisation.

Events: Served as event emcee, actively engaging audiences and creating lively, interactive experiences. Introduced new ideas to elevate event flow and atmosphere, resulting in significantly increased attendee engagement. Supported event planning and preparation to ensure smooth execution.
