



12300 BUTTERWORTH,
PULAU PINANG, MALAYSIA.
018-406 2511
hanisyazana4@gmail.com

NURHANI SYAZANA BINTI SUHAIMI

OBJECTIVE

Highly motivated and detail-oriented New Media Communication graduate seeking a challenging position in a dynamic organization where my skills in marketing and communication can be utilized to contribute to the company's success

PROJECT'S EXPERIENCE

DIGITAL MARKETING CAMPAIGN

This programme is intended to educate adolescents more about digital marketing and how to use it effectively. In this program, my teammate and I work together to accomplish our goals so that the youth will take advantage of this learning opportunity and may be inspired to start an online business with the knowledge they gained while participating in this programme.

EVENT MANAGEMENT

In my role as a creative content contributor for a sports event, successfully promoted and attracted a diverse audience through engaging social media posts and visually appealing poster designs. Received positive feedback from attendees, reaching the target audience, and ultimately achieving a turnout of almost 300 participants. Notably, the event was honored with awards for the Best Sport Event and Most Happening Event, showcasing effective event management and promotional skills.

PUBLIC RELATION & NEW MEDIA CAMPAIGN

My team and I cooperated with Syarikat Air Perlis to establish a Public Relations Campaign, which sought to educate Perlis residents on a variety of topics. We primarily concentrate on social media initiatives with the goal of providing our audience with easy access to information about our client and our campaign at any time and from any location.

BUSINESS PROJECT FOR ELECTRONIC ENTREPRENEURSHIP

We have been assigned to manage an online business. My group and I brainstormed on the business plan, and after analyzing the risks and probabilities, we decided to offer homemade sandwiches. We have used our own money to buy basic items that are needed and also items such as plastic, sandwich bags, gloves and so on. Our company was not well received at first, but we persisted in our efforts to find customers until we were able to gain a large number of customers among our campus students. Despite originally losing money, we were able to meet both our sales and profit goals.

EXPERIENCE

BERTAM RESORT — *MARCOM ASSISTANT, Marketing and Communication Department (MARCOM)*

OCTOBER 2023 - NOW

- **Public Relations Management:** Assisted in overseeing public relations activities, including influencer and media professional interactions.
- **Creative Content Production:** Spearheaded the creation of the 2024 Hari Raya commercial video, Corporate video that can showcase innovative storytelling skills.
- **Influencer and Media Relations:** Successfully managed relationships with influencers, bloggers, and media professionals to enhance brand presence.
- **Social Media Engagement:** Actively engaged with followers, responding to comments, and creating compelling content for social media platforms.
- **Contract Negotiation:** Demonstrated negotiation skills by securing favorable contracts with vendors and suppliers.
- **Administrative Responsibilities:** Handled department reports and efficiently managed guest reviews on Booking.com, Trip.com, Meta Business Suite and Agoda.
- **Community Event Organization:** Organized and participated in community events, contributing to the brand's community involvement.
- **Photography & videography for Social Media:** Captured high-quality visuals, contributing to engaging social media content.
- **Communication Enhancement:** Improved communication skills through interactions with colleagues, clients, and diverse stakeholders.
- **CSR Involvement:** Played a key role in CSR initiatives, enhancing the resort's socially responsible reputation.

BERTAM RESORT — *INTERN, Marketing and Communication Department (MARCOM)*

JULY 2023 - OCTOBER 2023

- **Guest Review Management:** Demonstrated effective communication in handling guest reviews, ensuring positive experiences.
- **Client Engagement:** Provided attentive service and tailored communication, fostering positive client relationships and loyalty.
- **Event Coordination:** Actively participated in diverse events, ensuring seamless execution and contributing to successful resort promotion.
- **CSR Involvement:** Played a key role in CSR initiatives, enhancing the resort's socially responsible reputation.
- **Content Development:** Contributed to creating engaging content, enhancing the resort's online presence and brand image.
- **Report Writing:** Developed comprehensive reports, contributing to the resort's online presence and brand communication.

EDUCATION

SMK TELUK AIR TAWAR — *STPM*

2018 - 2019, GPA 2.59

UNIVERSITI MALAYSIA PERLIS (UNIMAP) — *Degree*

OCTOBER 2021 - OCTOBER 2023, GPA 3.63

Bachelor of New Media Communication (Hons)

SKILLS

Sales, Marketing, Business Development: Social Media Management, Digital Marketing, Content Creation, Public Relations, Team Collaboration, Communication Skills, and Photography & Videography

Software: Canva, Capcut, Adobe Premiere Pro, Microsoft Office, Excel

Language: Bahasa Malaysia (Native), English