



## NURUL AFIQAH BINTI MOHD JAHUBAR

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### SUMMARY

I am a driven Bachelor of Mass Communication (Hons.) student specializing in Public Relations at UiTM Cawangan Melaka, with a 16-week internship at Jen Penang Hotel Georgetown by Shangri-La, under my belt. From Public Relations to Digital Marketing, I mastered it all. Armed with creativity, precision, and a passion for impactful communication, I thrive in dynamic environments. My sharp multitasking and problem-solving skills make me a powerhouse ready to elevate your team and the industry.

### EDUCATION

#### BACHELOR OF MASS COMMUNICATION (HONS) PUBLIC RELATIONS 2022 - Present

- **CGPA : 3.67, Universiti Teknologi Mara (UiTM) Campus Alor Gajah, Melaka**
- Received 4 Times Dean's List Award.
- Developed specialized skills in crisis management, media relations, and strategic communication, supported by a diverse curriculum in corporate communication, event management, and digital marketing.
- Strengthened analytical and copywriting abilities through practical assignments and teamwork-driven projects.

#### DIPLOMA IN COMMUNICATION AND MEDIA 2019 - 2022

- **CGPA : 3.59, Universiti Teknologi Mara (UiTM) Campus Negeri Sembilan, Rembau**
- Received Vice Chancellor Award.
- Concentrated on core communication theories and techniques, covering areas like media production, journalism, publishing and public speaking.
- Gained hands-on experience in multimedia storytelling, managing social media, and developing content for web development project.
- Consistent academic excellence, reflecting a big passion for communication and commitment to the field.

### WORK EXPERIENCE

#### INTERNSHIP March 2023 - July 2024

- Assisted in proposal creation, coordinated walk-in client interactions, managed filing systems, and maintained Excel spreadsheets for sales files and signage updates.

#### MULTIMEDIA COORDINATOR FOR PUBLIC RELATIONS JUNIOR AGENCY August 2023 - February 2024

##### CONSULTANCY

- Coordinated the production of visual content, including graphic design, and ensuring alignment with the end product and event - Malaysia Heritage Studios.
- Analyzing audience insights to optimize campaigns and boost online presence.

#### CREATIVE COPYWRITER FOR LENDULAND October 2023 - Present

- @lenduland, Universiti Teknologi MARA (UiTM) Campus Alor Gajah, Melaka Develop compelling and original copy for social media posts, captions, and advertisements to engage the target audience and promote brand identity.
- Ensure all content is consistent with the brand's tone, style, and messaging, maintaining a cohesive voice across all platforms.

#### EVENTS COORDINATOR November 2023

- UiTM Cawangan Melaka in collaboration with Lembaga Penduduk dan Pembangunan Keluarga Negara (LPPKN).
- Provide real-time coverage during events through short vlogs, capturing key moments and audience reactions.

#### TEAM BUILDING / LDK COORDINATOR May 2022 - August 2022

- Lead and facilitate games and activities, encouraging participation and teamwork while providing guidance and support to children as needed - Service-Learning Malaysia University for Society (SULAM).

#### ADMINISTRATIVE ASSISTANT August 2020 - September 2024

- Chew Ju Li & Co (Lawyer Firm).

## EXTRACURRICULAR

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### BEDIGITAL BOOTCAMP COHORT 9 BY PETRONAS

August 2024

- Strengthen digital literacy to meet the demands of current and future job markets.
- Become the best group overall in the bootcamp.

### SECRETARY - BE YOUR OWN JAWA EVENT

August 2021 - February 2022

- Service-Learning Malaysia University for Society (SULAM) Session 2022, UiTM Rembau.
- Managed documentation and communication for the program, coordinating efforts that reached over 1000 viewers on YouTube platform.

### HEAD OF PROJECT - SCHOOL'S ENGLISH WEEK (DRAMA)

2017

- SMK Abdullah Munshi.
- Lead and coordinate a team of 19 students involved in the production, assigning roles and responsibilities to ensure effective collaboration.

### FORUM COMPETITION

2017

- SMK Abdullah Munshi.
- Engage in structured debates, presenting and defending viewpoints while addressing counterarguments and responding to questions from judges or other participants.

## SKILLS AND COMPETENCIES

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### COMPUTER & SOFTWARE

- CapCut
- Canva
- GoogleDocs

### PROJECT MANAGEMENT

- Project Planning
- Task Management
- Performance Review

### RESEARCH & DEVELOPMENT

- Data Collection
- Networking
- Source Checking
- Report Writing
- Interviewing
- Web Search

### SALES

- Client Management
- Social Selling
- Negotiation
- Product Knowledge

## ADDITIONAL INFORMATION

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- Languages: English, Malay.
- Chosen to participate the PETRONAS BeDigital Bootcamp Cohort #9 Programme 2024
- Bachelor of Mass Communication (Hons) Public Relations Received 5 times Dean's List Award | UiTM Alor Gajah, Melaka
- Graduated with Vice Chancellor Award together with the pointer of 3.59 during Diploma.