

Candidate 5

Work Experience

Campus Brand Ambassador

Jul 2023 - Present

Teach For Australia | Melbourne

Represent the organization on campus, leveraging university networks to promote the Leadership Development Program. Focused on building partnerships and engaging in recruitment events to boost program awareness and participation.

- Campus Representation: Acted as the key ambassador for Teach For Australia, promoting the Leadership Development Program within Monash University.
- Partnership Building: Established and maintained relationships with university clubs, staff, and community groups to enhance program visibility.
- Lead Sourcing: Identified and engaged potential candidates through recruitment events and outreach activities.
- Program Awareness: Increased awareness and interest in Teach For Australia's Leadership Development Program through strategic campus initiatives.

Freelance Digital Marketer

Feb 2021 - Present

Markethrive | Brunei

Freelance digital marketer specializing in enhancing online presence for corporate and small business clients across Instagram and TikTok. Proven ability to drive significant brand awareness and customer engagement through tailored marketing strategies.

- Client Partnership: Collaborated with corporate and small business clients to enhance marketing strategies and online visibility.
- Platform Expertise: Specialized in Instagram and TikTok to drive brand engagement and growth.
- Engagement Growth: Increased one client's engagement rates by 166% monthly, surpassing industry benchmarks.
- Brand Awareness: Drove substantial brand awareness and customer engagement through targeted digital marketing efforts.

Freelance Graphic Designer

Apr 2020 - Present

Truly by T | Brunei

Skilled graphic designer with experience in creating unique brand identities for diverse clients, including corporate, small businesses, community projects, and government initiatives. Specializes in sports and fitness merchandise, and elegant wedding invitations and logos.

- Corporate & Small Business Branding: Crafted impactful brand identities for both large corporations and small enterprises, enhancing their market presence and identity.
- Community & Government Projects: Developed design solutions for various community-focused and government initiatives, contributing to public engagement and outreach.
- Sports & Fitness Merchandise: Created dynamic and eye-catching graphics for sports and fitness events, merchandise, and promotional materials.
- Wedding Invitations & Custom Logos: Designed elegant invitations and bespoke logos for weddings, combining creativity with personal touches to celebrate special occasions.

Intern

Apr 2024 - Jul 2024

[Asia Education Foundation](#) | Melbourne

Intern at Asia Education Foundation under Monash University Capstone Unit Professional Internship. Assisted with marketing and communications tasks, and facilitated program delivery through organizing and conducting key workshops.

- Marketing & Communications: Created social media tiles, wrote articles and copy, prepared press releases, and managed public relations.
- CRM Management: Maintained the CRM database system to support effective communication and organization.
- Workshop Facilitation: Organized and led workshops such as the Australia-ASEAN Youth Summit and HarvestEd, contributing to program success.
- Program Support: Assisted in various aspects of program delivery, enhancing the overall effectiveness and outreach of the initiatives.

Social & Market Research Interviewer

Feb 2023 - Jul 2023

Market Solutions Pty Ltd | Melbourne

Casual outbound Market Research Interviewer for the Local Government Research Group.

- Conducted nationwide interviews on behalf of the Department of Transport.
- As part of studies aiming to determine how local priorities have changed for planning, transport, and infrastructure purposes to identify opportunities to adapt to the new post-COVID normal.

Sales & Marketing Executive

Jul 2021 - Dec 2022

Maju Grocer | Brunei

Developed and executed comprehensive social media marketing plans aligned with the retail store's overall marketing strategy.

- Monitored and analyzed KPIs i.e. reach, engagement, click-through rates, and conversion rates to measure the effectiveness of social media campaigns, resulting in an increase of over 70% in engagement rates within a month.
- Create engaging and relevant content across multiple social media platforms, including Facebook and Instagram.

Go Digital ASEAN Trainer

Aug 2020 - Dec 2021

Big BWN Project, the Asia Foundation & Google.org | Brunei

- Conducted workshops nationwide for 200,000 individuals from higher institution students and rural communities as part of the Go Digital ASEAN initiative (Phase One).
- Implemented the 'Digital Marketing & Employability curriculum, focusing on essential digital skills and employability strategies.

Legal Clerk Attachment

Dec 2016 - Jan 2020

Sheikh Noordin Mohammad Advocates & Solicitors | Brunei

- Assisted in drafting and preparing legal documents, including briefs, contracts, and pleadings, under the supervision of senior attorneys.
- Conducted legal research and analysis to support case preparation and strategy development.
- Participated in client meetings and negotiations, gathering relevant information, and assisting in resolving legal matters.
- Collaborated with legal team members to ensure accurate and timely completion of tasks and projects.

Volunteer Experience

'Diplomat for a Day' Participant

Jun 2021 - Present

Brunei Youth Council & High Commission of Bangladesh in Brunei

- An immersive initiative tailored for individuals interested in diplomacy and keen to delve into the intricacies of diplomatic practice.
- Participated in workshops and networking events hosted by various ambassadors, High Commissions, and ministers in Brunei as a 'Youth Diplomat'.

- The program provides invaluable insights and practical lessons in Diplomacy 101, to learn and develop essential skills required for effective diplomatic engagement on the global stage.

Core Skills

Market Research, Digital Marketing, Problem Solving, Leadership, Public Relations, Entrepreneurship, Creativity, Digital Literacy, Organization, Precision, Competence, Conceptual, Dedication, Oral Communication, Written Skills, Conceptual, Dedication, Well-Rounded, Foreign Policy, Creative Content Development, Information Design, MS Office, MS Word, Proposal Development, Typography, Excel, Attention To Detail, Storytelling

Education

Monash University Jan 2023 - Jul 2024

Master of Arts International Relations

University of Connecticut Jan 2022 - Jul 2023

Academic Fellowship (Young Southeast Asian Leaders Initiative) Social Entrepreneurship

University of Brunei Darussalam Jan 2017 - Dec 2020

Bachelor of Arts Sociology & Anthropology
GPA Second Upper Class with Honours

Languages

English (*Fluent*), **Malay** (*Native*), **French** (*Elementary*)

Certificates

Working with Childrens Check Nov 2023
Service Victoria, Melbourne

NSW Government Digital Job Simulation May 2024
Forage

Moreton Bay Regional Council Community Development Job Simulation May 2024
Forage

NSW Government Virtual Program Marketing & Communication Job Simulation May 2024
Forage

Publications

Towards inclusive digital literacy and learning Jun 2021
University World News

Increasing interest in digital literacy, particularly in higher education, amid COVID-19. Go Digital ASEAN initiative addresses challenges, emphasizing inclusivity and economic empowerment through digital skills training. Highlights importance of collective action for equitable access to digital resources.

How community engagement can push inclusivity in education Sep 2021
University World News

Brunei's focus on inclusive education. A recent study delves into special education's status, highlighting societal perceptions and challenges. Grassroots efforts and NGO support are crucial for sustainable change, advocating for inclusive practices and social

awareness.

Interests

Fitness, Reading, Volunteering, Community Outreach