

# Atikah Aziz

## MARKETING COMMUNICATIONS

Puchong, Selangor, MY | +60183104917 | nazatul.atikah@gmail.com | [LinkedIn](#)

### Objective

---

As a seasoned Marketing Communications personnel with over 7 years of experience in digital marketing, strategic communications, and media relations, I aim to leverage my expertise in advocacy and media outreach to contribute to a mission-driven organization. My goal is to enhance the organization's visibility, foster positive public engagement, and support its mission of promoting sustainable development and global cooperation. With a proven track record in crafting compelling marketing strategies, building authentic connections, and utilizing data-driven insights, I am eager to apply my skills to drive impactful change and support advocacy and media relations efforts.

### Experience

---

#### Employer Branding Specialist | Luxoft

2022 - current

- Boost audience engagement by 25% through digital campaigns and OOH ads.
- Build authentic connections at industry events, boosting candidate engagement by 30%.
- Collaborated with the APAC team on regional campaigns, boosting reach and engagement.
- Oversee internal communications to enhance employee retention.
- Utilize data-driven insights to optimize outreach efforts.
- Maintain the Great Place to Work <sup>TM</sup> certification.

#### Social Media & Localization Specialist | HelloGold

2021 - 2022

- Grew HelloGold's social media presence to a cumulative 60,000+ followers.
- Boosted engagement with optimized content and schedules.
- Managed Ambassador program organically, increasing brand impact by 20%.
- Translated content from English to Malay, enhancing local communication.
- Collaborated with the team in Thailand to improve our communication strategies.

#### Digital Marketer | Ideal Healthcare

2020 - 2021

- Created compelling content, increasing social media engagement by 35%.
- Optimized HubSpot Marketing Hub into a robust omnichannel platform.
- Implemented dynamic email campaigns and live chat, boosting audience reach by 40%.
- Migrated talent pool data to HubSpot, enhancing recruitment decisions with data-driven insights.

#### Digital Strategist Lead | WindowMalaysia

2016 - 2020

- Led PR activities, boosting media coverage by 30%.
- Collaborated with teams in India and China, improving social media engagement by 25%.
- Managed diverse digital campaigns, including paid search, display ads, and video.
- Headed team maintaining editorial calendars and content creation.

**Internal Communications Coordinator | DHL IT Services****2015 - 2016**

- Developed internal communications for 5,000 employees, promoting a world-class workplace.
- Managed events like town halls and hackathons, boosting engagement by 40%.
- Fostered cross-cultural communication with teams in Czech, USA, and Germany.
- Designed strategic plans to strengthen employee connection and engagement.

**Court Interpreter & Translator | Government of Malaysia****2012 - 2015**

- Administered Court of Appeal hearings, interpreting real-time statements for judges and officers.
- Provided interpretation for NCVJ, NCC, MUA, CONSTRUCTION, ADMIRALTY, and IP panels.
- Completed weekly reports documenting Court of Appeal proceedings with 100% accuracy.
- Translated and scrutinized government documents for legal accuracy.

**Loan Processing Clerk | Bank Simpanan Nasional****2010 – 2012**

- Executed loan servicing tasks, including document imaging and filing.
- Verified document authenticity, resolving issues with pending loan applications.
- Maintained positive relationships with stakeholders and customers.

**Education**

---

**Selangor International Islamic University****2010**

Foundation in Communications | CGPA: 3.82

**St. George's Girls' School****2006**

High School Graduate | Major: Pure Science

**Certificates**

---

**Digital Diversity/Cyber-Citizen/Cross-Cultural Communications**

Udemy Academy

**Social Media Marketing II Certified**

HubSpot Academy

**Digital Marketing Certified**

HubSpot Academy

**Skills & abilities**

---

- Digital Marketing
- Brand Communication
- Event Management
- Translations and Interpretations
- Proficient in Microsoft Office, design, video editing, and project management tools