

# Puteri Nurul Afiqah

Marketing Specialist



## Contact

+6018-471 4996

puterina97@gmail.com

## About Me

I am a result-driven marketing professional with a passion for exploring new strategies and delivering impactful marketing solutions. Experienced in campaigns, content creation, event management, and media relations, I consistently bring fresh, up-to-date ideas by staying current with industry trends and adapting to new technologies.

## Skills

- Management Skills
- Creativity
- Digital Marketing
- Content Creation
- Event Management
- Graphic and Video Editing

## Language

- Malay
- English
- Mandarin

## Education

### Bachelor of Public Relations

*Tunku Abdul Rahman UMT*

2019

Graduated with a Bachelor's degree in Public Relations, gaining comprehensive knowledge in strategic communication, media relations, and event planning. Developed skills in crafting press materials, managing social media, and executing PR campaigns. Equipped with the ability to effectively engage audiences and foster positive public perceptions for organizations.

### Diploma of Mass Communication (Public Relations)

*Tunku Abdul Rahman UMT*

2017

Obtained a Diploma in Public Relations, acquiring proficiency in video and photography skills, content management, and PR strategies.

## Experience

### Marketing Specialists

*Pantai Hospital Kuala Lumpur*

July 2022 - Present

- Planned and executed campaigns like Cancer Survivor Day, Wear It Pink, and World Cancer Day, boosting brand awareness and engagement.
- Directed content creation for social media channels, increasing reach and interaction.
- Spearheaded the creation of a dedicated cancer microsite, improving user engagement and information accessibility.
- Managed agency collaborations to drive social media growth and engagement.
- Crafted content for monthly EDMs and managed stakeholder communications for media interviews.
- Created brochures and pamphlets for patient education.
- Familiar in Google Analytics and Facebook Ads Manager for optimizing digital marketing performance.

### Corporate Communication Executive

*Asia Roofing Industries Sdn Bhd*

2019 - 2022

-Developed and executed comprehensive marketing strategies, including digital campaigns across various platforms.  
-Managed social media, content creation, and marketing collateral to enhance brand engagement.  
-Coordinated special events and managed third-party relations, including media.  
-Wrote SDG reports and created presentations for senior management and sales teams.  
-Led event logistics, including booth design and calendar/festive post design.  
Supervised direct reports, providing clear direction and support to achieve team objectives effectively.

### PR Intern

*PR Consultancy*

2018

Completed an internship as a Junior PR Consultant at a reputable PR agency. Managed media clients for events. Coordinated staff photo shoots and assisted in crisis management planning. Prepared press documents and executed various client events.