

DZARIEF DZAKWAN

COMMUNICATIONS

SUMMARY

Dynamic and motivated recent graduate with a Bachelor's in Strategic Communication and a strong foundation in digital marketing, media relations, and communication strategies. Recognized for exceptional performance with a CGPA of 3.68 and multiple Dean's List honors. Eager to leverage hands-on experience from internships and team projects to contribute effectively in a fast-paced marketing environment. Committed to continuous learning and collaboration, aiming to create impactful marketing initiatives that resonate with audiences.

EXPERIENCE

Aug
2023

Intern, Internal and External Communications DNeX

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Oct
2023

- Drafted a formal announcement for the appointment of the Executive Director and the conferment of the Deputy Chairman by the Sabah state government.
- Assisted in the creation of press releases and speeches for DNeX executives, enhancing corporate communication strategies.
- Participated in a CSR initiative at Rumah Bakti Nur Ain, strengthening community engagement.

Mar
2021

Intern, Social Media Strategist KasihnyaKarl

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May
2021

- Developed and implemented social media campaigns that increased sales and brand awareness.
- Conducted market research to identify target audiences and trends, providing actionable insights for the marketing team.
- Collaborated with the social media team to ensure brand consistency and produce engaging content across various platforms.

Nov
2019

Sales Associate Football Republic

—
Jan
2020

- Achieved an average monthly sales figure of RM10,000 by promoting new products and delivering exceptional customer service.
- Enhanced customer engagement through effective communication and product knowledge.

ACADEMIC ACHIEVEMENTS

- Dean's list award for Trimester 2 and 3
- QUACK-A-SPLASH MMU (Charity Fun Run) Logistics Department.
- Served as the audio and visual technician, providing technical support to ensure a smooth operation of the event.
- Conducted an interview with Suhaimi Sulaiman, a prominent Malaysian news anchor, enhancing skills in media communication and interview techniques.

CONTACT

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📍 Shah Alam, Selangor

EDUCATION

Bachelor of Communications (Hons) in Strategic Communication

Multimedia University
2022 - 2024
CGPA: 3.68

Diploma in Applied Communication

Multimedia University
2020 - 2022
CGPA: 3.79

SKILLS

Copywriting
Digital Marketing
Social Media Strategy
Media Relations
Market Research

COMPETENCIES

Team Player
Creative Problem Solver
Adaptable and Flexible

LANGUAGE

English
Malay
German

**Reference Available Upon Request*