



ZAHRA ZURA AZIZA BINTI ZAHANOR

Bachelor of Business Administration (Hons.) Insurance
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EDUCATION

Universiti Teknologi MARA (UiTM), Malaysia

- Bachelor of Business Administration (Hons.) Insurance | Mar 2022 – Aug 2024
- Current CGPA: 3.54
- Diploma in Business Administration (Insurance) | Sept 2019 – Feb 2022
- CGPA: 3.82 | MUET: Band 4

SMK DANAU KOTA

- Sijil Pelajaran Malaysia (SPM) | Jan 2018 – Dec 2018
 - Results: 3A, 2A-, 1B+, 1B, 1C+, 1C
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PROFESSIONAL EXPERIENCE

LARNEY SDN BHD

Social Media Executive | Oct 2025 – Present

- Develop and execute engaging content strategies across social media platforms, serving as both a content creator and on-screen talent (TikTok, Instagram).
- Host live sessions, boosting audience engagement and driving sales conversions.
- Act as a brand representative at events, networking with high-profile clients and influencers.
- Oversee marketing campaigns, promotions, and collaborations to strengthen brand visibility.

Creative & Marketing Talent | Oct 2021 – Oct 2025

- Created high-impact content to enhance brand presence and audience interaction.
- Modeled and represented the brand at major events, including KL Fashion Week 2024.
- Collaborated with the marketing team to optimize sales and promotional strategies.
- Engaged in live hosting, effectively increasing audience participation and product reach.

LABUAN REINSURANCE (L) LTD

Risk & Compliance Intern | Mar – Aug 2024

- Conducted compliance name screenings to ensure regulatory adherence.
- Assisted in developing the Business Resumption Plan, enhancing operational continuity.
- Performed gap analysis, identifying areas for process improvement.
- Supported KYC (Know Your Customer) documentation and regulatory procedures.

CTDK HOLDINGS COMPANY SDN BHD

Brand Ambassador | 2021 – 2022

- Hosted live sessions to drive brand engagement and product awareness.
- Created social media content, generating increased brand interaction.
- Represented the company at press conferences and high-profile events.
- Supported sales and marketing initiatives, leading to improved campaign performance.

BERJAYA STARBUCKS COMPANY SDN BHD

Coffee Barista | 2018 – 2019

- Delivered high-quality customer service in a fast-paced environment.
 - Managed cash transactions and maintained store inventory.
 - Maintained cleanliness and organization, ensuring compliance with health standards.
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EXTRACURRICULAR ACTIVITIES & LEADERSHIP

- Volunteer, Pulau Pangkor Conservation Project | MARA Youth Tourism Association (June 2023)
- Emcee, Insurance Program 101 – Insuring Your Future | MII, MTA, MITBA, PIAM, AIG & Prudential BSN Takaful (May 2023)
- Volunteer, Beach Clean-Up Initiative | FBM X British Malaysian Tobacco (Sept 2022)
- Vice President, Maximus Colorguard | Sept 2019

SKILLS & COMPETENCIES

Languages:

- Bahasa Melayu (Native)
- English (Proficient in Writing & Speaking)

Technical Skills:

- Microsoft 365 (Word, Excel, PowerPoint, Forms) & Google Suite
- Canva & CapCut (Content Editing & Design)

Soft Skills:

- Leadership | Communication | Teamwork | Adaptability | Networking | Multitasking

AWARDS & ACHIEVEMENTS

- Vice Chancellor's Award (Diploma in Business Administration – Insurance) | UiTM (Feb 2022)