

# NAJAH NASIRAH BINTI MOHD LUTFI

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## 1. Professional Summary

A results-driven social media and digital marketing executive with nearly five years of experience in managing social media platforms and implementing digital marketing strategies. Highly proficient in social media management, content creation, Search Engine Optimisation (SEO), organic marketing, and data analytics to boost brand visibility. Proven track record of engaging online audiences, increasing website traffic and conversion rates, and leveraging digital tools and AI for business impact. Passionate about crafting compelling content and shaping brand narratives across diverse industries in competitive markets.

## 2. Skills & Competencies

- Social Media Management (Facebook, LinkedIn, Instagram, TikTok, X, Youtube)
- Graphic Designing & Video Editing (Canva, Photoshop, Illustrator, Sony Vegas, Capcut)
- Content Creation, Copywriting & Strategy
- SEO & Website Optimisation
- Analytics & Reporting (Google Analytics, Meta Insights)
- Organic Marketing
- Email Marketing (Aweber, Sender.Net)
- Community Engagement & Customer Relationship Management (CRM)
- Marketing Strategy & Campaign Planning
- Blockchain Credential Management (Accredible)
- Learning Management System (LMS) Content Development (Necole, Graphy)
- Event Listing & Online Ticketing (Eventbrite, SpeedyCourse Malaysia)

## 3. Work Experience

### **Social Media & Digital Marketing Executive**

LSS Academy Sdn Bhd | July 2020 – Present

- Create engaging multimedia content (graphics, video, short-form copywriting) across multiple platforms
- Manage and execute social media strategies across various channels, driving engagement and brand awareness
- Develop and schedule content calendars, ensuring a consistent brand voice and message
- Design brochures and enhance training materials to improve visual appeal and brand positioning
- Optimise website and social media pages for better reach, SEO rankings and lead generation
- Track and report performance insights, making data-driven adjustments for continuous improvement

- Stay updated with digital trends and apply marketing approach to enhance campaign effectiveness
- Maintain blockchain credential-issuing platform and publish e-certificates and digital badges for training participants and clients
- Handle customer inquiries and interactions across social media, ensuring prompt responses and fostering brand loyalty
- Capture live training sessions on-site for content creation and internal company records
- Oversee event listings on online ticketing platforms for better audience reach
- Collaborate with cross-functional teams and trainers to capture live training content for promotional use

### **Graphic Design Intern**

LSS Academy Sdn Bhd | February 2020 – April 2020

- Design visual content and company materials, including brochures, infographics, video content and social media assets
- Assist in creating digital marketing materials for the company websites to elevate online presence

## **4. Education**

### **Bachelor of Applied Language Studies (Hons.) in English for Professional Communication**

Universiti Teknologi MARA (UiTM), Shah Alam

Graduated: June 2021

CGPA: 3.26

### **Foundation of Teaching English as a Second Language (TESL)**

Centre of Foundation Studies, Universiti Teknologi MARA (UiTM), Dengkil

2016 – 2017

CGPA: 3.84

## **5. Certifications & Professional Qualifications**

### **Social Media Marketing**

eLatih HRD Corp

Issued: 4<sup>th</sup> March 2025

### **Tiktok: From Zero to Hero**

eLatih HRD Corp

Issued: 18<sup>th</sup> December 2024

### **Getting Traffic with Google Image SEO**

eLatih HRD Corp

Issued: 7<sup>th</sup> October 2024

### **Digital Transformation Awareness Session**

MBizM Group

Issued: 22<sup>nd</sup> March 2022

### **Lean Kaizen Training (White Belt Level)**

MBizM Group

Issued: 23<sup>rd</sup> June 2022

### **Lean Six Sigma Green Belt Training Programme**

MBizM Group

Issued 18<sup>th</sup> March 2022

### **Lean Six Sigma Yellow Belt Training Programme**

MBizM Group

Issued: 10<sup>th</sup> October 2020

## **6. Achievements & Awards**

- Muay Thai Sports Tournament – Gold Medallist
- KL Fight League Muaysport Series Quarter Final – First Runner-up
- Dean’s List Award for two consecutive semesters with CGPA of 3.84 for Foundation Studies in Teaching English as a Second Language (TESL)

## **7. Languages**

- Bahasa Malaysia – Fluent
- English – Fluent

## **8. References**

Available upon request