

ARYANA SOFEA

Contact

Address

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Phone

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Skills

MS Word, MS Excel, MS
Power Point

Windows Movie Maker, iMovie.

Content Marketing

Knowledge of content
management

Content editing

Unique content creation

Languages

English

Malay

Mandarin

An agile content writer proficient at multitasking and have great verbal and written communication skills. Expertise includes researching, writing and editing diverse content. I am a fresh graduate but I bring 1 year of content creating experience. Recognized for performance excellence and contributions to success in the industries I have entered. My strengths in writing, communicating, and marketing are backed by training in my Bachelors in Communications degree. I am motivated to learn, grow and excel in all industries I enter.

Work History

2020-10 -

Current

Freelance Content Writer

Naratif Media, Mont Kiara, Petaling Jaya

- Utilized exceptional writing, editing and proofreading skills to produce engaging and error-free content.
- Uses Grammarly to write and submit error-free article copy.
- Wrote and edited high-quality content and visually impactful programs under deadline pressure with exciting, captivating and authentic approach.
- Completed keyword research to target clients based on keyword targeting.

2020-01 -

2020-05

Internship Content Creator

AirAsia RedTix, Kuala Lumpur, Wilayah Persekutuan Kuala Lumpur

- Develop original content through social listening and independent sources.
- Generated multiple daily new blog posts by monitoring industry news and cultivating sources.
- Played instrumental role in creative planning and review sessions, working with resourceful team to elevate quality of content and designs.

2017-01 -

2019-10

Facilitator

EDUACTION Malaysia, Petaling Jaya, Selangor

- Perform facilitator jobs such as managing crowds and assisting "Trainers" at team building company for corporate clients with Edu-Action.
- Enhanced leadership abilities and expertise by delivering forward-thinking training to over management staff in numerous companies such as Huggies and Novaris.
- Facilitated dialogue between participants, family and program workers to provide best possible program and individualized program.

2019-07 -

2019-08

Docent

LOUIS VUITTON TIME CAPSULE, Kuala Lumpur, Wilayah

Persekutuan Kuala Lumpur

- Memorized LV's history and Time Capsule layouts to provide comprehensive and top notch guest services.
- Organized museum entryways and walkways to maintain inviting and educational atmospheres.
- Increased attendance through effective social media management.

2018-06 -
2019-06

Mathematics Tutor

Mathnasium Malaysia, Kota Damansara, Petaling Jaya

- Spearheaded group tutoring sessions to help students struggling in similar areas.
- Collaborated with students to complete homework assignments, identify lagging skills and correct weaknesses.

2017-06 -
2018-07

Social Media Coordinator

AFS Malaysia Returnee Alumni, Petaling Jaya, Selangor

- Responsible for handling social media accounts of AFS Malaysia Returnee Alumni
- Coming up with new content as well as engaging with followers of Facebook and Instagram page.
- Increased number of followers and engagement by 50%.

Education

2016-11 -
2021-01

Bachelor of Science: Communications

Troy University - United States

- A 4+0 years program of completing 4 years of degree education based on syllabus provided by Troy University in Malaysia.
- Majored in Communications
- Minored in Psychology
- Vice President of Troy Club

2013-01 -
2013-12

Sijil Pelajaran Malaysia

Sekolah Menengah Kebangsaan Seremban 2 - Malaysia
Achieved 9As and 1B.

Accomplishments

- Co-wrote and directed a full-length English play (Cinderella: A Twisted Ever After).
- Presented on the Mary Kay Letourneau - Che Abdul Karim case at the Troy University Psychology Conference
- Won 1st place for a singing competition - SEGI IDOL 2017

- Wrote 18 articles for AirAsia RedTix's website in 2 months time.
- Hosted a comedy skit 'RedTix & Isolate' with PapiZak and Kavin Jay on Youtube.
- Collaborate with local and international artists for AirAsia RedTix's Youtube Channel.
- Successfully finished a student exchange program to China.