



**Nazreen Bt Tajul Arif**

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<b>EDUCATION:</b> 1999-2003  1997-1999  1992-1996	<b>University of Edinburgh, Scotland</b> Degree of Bachelor of Education (BEd) TESOL ( <i>Teaching English to Speakers of Other Languages</i> ) with Second Class Honours ( <b>Division One</b> ).  <b>Stevenson College, Edinburgh</b> Access Foundation Course (Scottish Highers and A-Levels) in Language Studies and General Education.  <b>MARA Junior Science College PDRM, Kulim, Kedah.</b> PMR: 6As and 2Bs SPM: 1 <sup>st</sup> Grade with A1 in B.Melayu, English and History
<b>WORK:</b> March 2018 – present       Jan 2017 – Feb 2018  Jan 2016 – Dec 2016  Oct – Nov 2015  Aug 2012 - Sept 2015  July 2010 – Aug 2012  Nov 2008 – June 2010  Sep 2003 – Oct 2008  Aug 2005 – Oct 2008	Freelance Copywriter and (website) Content Provider for <b>Maria's SteakCafe</b> . Freelance Copywriter, Proofreader, Editor and Scriptwriter for <b>Telltale Studios</b> Freelance Scriptwriter and Translator for <b>126creative, Agas Production House and various production houses</b> Freelance PR and Media Liaison for <b>Check-6 Bakti</b> Freelance PR & Corporate Communications for <b>ARA Asset Management</b> Freelance Writer for <b>SHAPE Magazine and website, InRealLife.my, Koramgame, STARDUST and justrunlah.com</b> Content Provider for <b>Bear Living Sdn Bhd, Roomia.com and zanroo.com</b> Translator (BM – English) for <b>The One Academy</b>  Senior Copywriter, <b>Accenture Malaysia (for TM webe and Unifi)</b>  Senior Copywriter, <b>Grey Group Malaysia (Digital) (for TM webe)</b>  Manager, PR & Communications – <b>Movie Animation Park Studios (MAPS)</b>  Assistant Manager, Marketing - <b>Sunway Putra Mall</b> Senior Executive, Marketing Communications – <b>Sunway Pyramid</b>  Editor/Travel Writer - <b>VirtualMalaysia.com</b> and <b>Creative Advances Technology</b>  Sub-Editor - <b>The Star</b>  English teacher - <b>MRSM Mersing, Johor.</b> Co-Editor for <b>Globalist</b> Contributor for <b>The Star</b> and <b>New Straits Times</b>  Part time English lecturer : <b>Institut Latihan Perindustrian Mersing, Johor.</b>

May-July 2002	Teaching placement : <b>MRSM Langkawi</b>
May-June 2000	Teaching placement : <b>MRSM Kota Putra, Besut</b>
<b>PROFESSIONAL ACHIEVEMENTS:</b>	<ul style="list-style-type: none"> <li>Established PR and Media Connections and branding exercise in Malaysia for Check-6 Bakti, a performance improvement firm, which headquarters is based in the United States.</li> <li>Wrote the script for Yayasan Usman Awang about the Sasterawan Negara's works and life.</li> <li>Assisted in Sunway Putra Mall's opening and branding exercise, which included '<i>The Brick Project</i>' and CSR projects with Yayasan Chow Kit while establishing PR and Media connections.</li> <li>Wrote the script and acted in Sunway Pyramid's first Festive CSR / SOS video – '<i>Salam Dari Hati</i>'.</li> <li>Part of the Marcomm team in branding Sunway Pyramid as Malaysia's first '<i>Health Promoting Mall</i>' with PR and Media exercises, community involvement and making the mall 'healthy' via messages, posters, PSAs.</li> <li>Part of the Marcomm and PR team for Sunway Pyramid's 2015 entry for the <i>International Council for Shopping Centers Award (finalist)</i>.</li> <li>Provided the script and translation, and acted in the Department of Marine Parks Malaysia's official video – '<i>Taman Laut, Khazanah Negara</i>'.</li> <li>Provided the script and translation for the Department of Marine Parks Malaysia's Tioman Island promotional video.</li> <li>Recipient of the 2003 <i>Teacher Excellent Service Award</i> for MARA Johor</li> </ul>
<b>JOB DESCRIPTIONS:</b>	<p><b>As Manager, PR &amp; Communications and Freelance PR and Media liaison:</b></p> <ul style="list-style-type: none"> <li>Establish and maintain good public relations, organise tie-up promotions with media houses and brands.</li> <li>Branding Initiatives - Working hand in hand with relevant parties pertaining to brand-building projects including digital initiatives, social media, traditional print, mobile app.</li> <li>Corporate Social Responsibility &amp; Community Relations Support - Working with the relevant departments and associations in building relationships with the community.</li> <li>Handling all Social Media channels - reaching out and exploring marketing communications possibilities to targeted and mass audience.</li> <li>Managing and dealing the media, pitching stories, working on the publicity and exposure, writing press release, holding statements, speeches, corporate communications and more.</li> <li>Creating awareness to the public and opportunities for sponsorships via roadshows and booths.</li> <li>Clarify articles, press releases and other means of company's communication lines in terms of the enjoyment, logic, flow and meaning.</li> </ul> <p><b>As Senior Copywriter:</b></p> <ul style="list-style-type: none"> <li>Providing consultancy in content services to clients (webe / unifi).</li> <li>Writing contents and draft boards for TM / P1 re-branding phases.</li> <li>Crafting contents for various marketing channels (digital assets, social media, websites, kiosks, mobile app etc) based on clients' copy directions and briefs.</li> <li>Working with the creative team in expressing the messages for the overall campaign.</li> <li>Produce taglines and catchphrases for advertisements and product copies for the company's advertising campaigns (press ad, website, flyer, bunting)</li> <li>Write scripts for marketing videos and proofread scripts for radio advertisements.</li> </ul>

	<p><b>As an Assistant Manager and Senior Executive, Marketing Communications:</b></p> <ul style="list-style-type: none"> <li>• Supervise and monitor the development and execution of all communication strategies such as diary listing, press releases, media relations and media monitoring.</li> <li>• Assist and support the team with the mall's activities and corporate events such as researching, writing and editing various marketing communications tools/channels – both Traditional and Social Media.</li> <li>• Oversee the production of newsletter or any collaterals: from conception, pagination, collation, content writing to printing.</li> <li>• Responsible for the administrative and corporate records of the department.</li> <li>• Prepare and manage internal communication among employees and tenants.</li> </ul> <p><b>As an Editor / Travel Writer</b></p> <ul style="list-style-type: none"> <li>• Read and check content for sense, clarity, accuracy in grammar and mechanism, ensuring they are in agreement to the applicable standards.</li> <li>• Plan out Editorial Content and work with various parties including government, private companies, media and personnel for travel updates, events and happenings.</li> <li>• Polish and refine the focus of the article, and cut out what doesn't fit and not essential to the purpose of the story.</li> <li>• Check facts on articles and press releases to match the in-house guidelines.</li> <li>• Travel, review and write about destinations, products, accommodation, dining places, activities and others, including for advertorials.</li> <li>• Conduct interviews and attend events.</li> </ul> <p><b>As a Scriptwriter, Stand upper and Translator</b></p> <ul style="list-style-type: none"> <li>• Write scripts for VirtualMalaysia.com's video productions and projects, translate English scripts into Bahasa, and vice versa.</li> <li>• Become a stand upper / host for video shoots while travelling and experiencing the adventures.</li> <li>• Write and translated video scripts for Department of Marine Parks Malaysia, FINAS and various establishments (under production houses).</li> </ul>
<b>CLIENTS:</b>	<p><b>Maria's SteakCafe, Telltale Studios, 126creative, KPJ Healthcare Berhad, Check-6 Bakti, ARA Asset Management, SHAPE, TM, unifi, webe, Johor Tourism, Department of Marine Parks Malaysia, FINAS, Roomia.com, GComm, The One Academy, Gaya Travel, In Real Life, Koramgame, STARDUST, zanroo.com, Bear Living Sdn Bhd</b></p>
<b>WORK SAMPLES:</b>	<p><a href="https://www.theedgemarkets.com/article/performance-improvement-firm-check6-opens-kl-hq">https://www.theedgemarkets.com/article/performance-improvement-firm-check6-opens-kl-hq</a></p> <p><a href="https://theaseanpost.com/article/check-6-bakti-getting-it-right-every-time">https://theaseanpost.com/article/check-6-bakti-getting-it-right-every-time</a></p> <p><a href="http://www.thestar.com.my/news/community/2013/11/30/focused-on-fitness-shopping-centre-accredited-as-countrys-first-health-promoting-mall/">http://www.thestar.com.my/news/community/2013/11/30/focused-on-fitness-shopping-centre-accredited-as-countrys-first-health-promoting-mall/</a></p> <p><a href="https://www.timeout.com/kuala-lumpur/things-to-do/elefun-holiday-a-pygmy-elephant-project">https://www.timeout.com/kuala-lumpur/things-to-do/elefun-holiday-a-pygmy-elephant-project</a></p> <p><a href="https://www.youtube.com/watch?v=NzoCz4u4qmw">https://www.youtube.com/watch?v=NzoCz4u4qmw</a></p>

	<a href="http://www.star2.com/travel/malaysia/2015/09/13/she-came-she-ran-she-selfied/">http://www.star2.com/travel/malaysia/2015/09/13/she-came-she-ran-she-selfied/</a> <a href="http://www.justrunlah.com/2017/08/10/the-sorely-magnificent-100km-of-merapoh-trail/">http://www.justrunlah.com/2017/08/10/the-sorely-magnificent-100km-of-merapoh-trail/</a>
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**References:**

1. Dorairaj Nadason, Executive Editor, Star Publications Sdn Bhd (019 – 2863264)
2. Darren Chear, Associate Director – Branding, Communications and Special Projects, Sunway Malls (012 – 3765926)