

## PROFILE

A First Class Honours graduate, well-versed and experienced in the marketing communications field, which include, but not limited to: designing and writing marketing collaterals, event planning and customer service.

Highly committed and a valuable team player but am independent when needed. Always looking for ways to solve an issue or task no matter what it takes.

## CONTACT

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## EDUCATION

Bachelor of Arts (Honours) in Mass Communication with Public Relations

**Northumbria University, Newcastle**  
2015-2017

Diploma in Communication and Information Design  
**Republic Polytechnic**  
2012-2015

## SKILLS

### Proficient in the following software:

- Adobe InDesign
- Adobe Photoshop
- Adobe Illustrator
- Adobe Premiere Pro
- Microsoft Office Suite: Word, PowerPoint, & Excel

### Also skilled in:

- Photography
- Writing

# NUR NAZIHA BTE HAIRUDIN

## KEY ACHIEVEMENTS

- Over 3 years of experience in marketing/ marketing communications field with expertise in design
- First Class Degree graduate from Northumbria University in Bachelor of Arts in Mass Communication with Public Relations in 2017
- Designed a brochure for Singapore City Gallery education sector, Planning Matters in 2014
- Designed a brochure for Caring Fleet Services Ltd in 2013
- Took part in a Student Overseas Trip to Chengdu, China and created a travel blog in 2012

## WORK EXPERIENCES

### MARKETING EXECUTIVE, APAC

NORGREN

April 2017 - present

Norgren is the world leader in motion and fluid control technologies. As a Marketing Executive under Sales & Marketing for the company's Asia Pacific (APAC) Region, my main responsibilities include:

- Designing print and online marketing collaterals such as brochures, catalogues, flyers, pull-up banners, adverts and postcards
- Implementing external and internal email marketing campaigns. Such campaigns include: Product launches, product awareness and event awareness
- Creating marketing toolkit for upcoming product launches
- Executing internal communication initiatives such as internal announcements, internal online newsletters, internal 'Did You Know' email campaigns

### HIGHLIGHTS:

- Launched and managing marketing materials in APAC Sales & Marketing Microsoft Teams for APAC Sales Team
- Helped to manage company's brand evolution plan for APAC - Creation of timeline and checklist for all regions
- Editing and planning the layout for company's monthly APAC Newsletter as well as contributed articles to company's intranet
- Designed display shelf for hardware stores now displayed in Singapore and Thailand
- Executing Norgren APAC Distributor Program initiative

## REFERENCES



**Perna Pant**

GENERAL MANAGER

CIRCUS SOCIAL



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**Colin Lauw**

SENIOR MANAGER,

COMMUNITY OUTREACH &

PROGRAMMING

URBAN REDEVELOPMENT

AUTHORITY



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## WORK EXPERIENCES (CONT.)

### **CUSTOMER SERVICE & LOGISTICS SUPPORT**

**[PART-TIME]**

**GRAPHIC DESIGNER**

**[PART-TIME]**

QOO10 SINGAPORE

November 2016 – April 2017 (6 months)

Qoo10 is an online shopping company selling some of the best products at highly discounted prices.

My responsibilities as a CUSTOMER SERVICE & LOGISTICS SUPPORT:

- Attend to customer's enquiries through QPost
- Re-scheduling of customer's delivery time and date (Specifically for Qx Quick)
- Scheduling Pick-Ups for exchanges
- Arranging of re-shipping items to customers
- Inbounding newly arrived stocks
- Checking stocks of store's products

My responsibilities as a GRAPHIC DESIGNER includes:

- Graphic designing – Product thumbnails, promotional banners, product listings etc.
- Uploading of product and images through Qoo10's portal (QSM)
- Create and edit product listings

### **ACCOUNT MANAGER [INTERN]**

CIRCUS SOCIAL

September 2016 – Nov 2016 (3 months)

Circus Social is a start-up company which created the next-generation social intelligence platform called 20/Twenty that helps clients to keep track of and retrieve social and insights regarding their brand to learn about their audience better.

As an intern for ACCOUNT MANAGEMENT, I was tasked to overlook these followings:

- Create and design monthly reports for clients filled with social and news insights
- Oversee clients' accounts on the 20/Twenty platform
- Gather social and news data for new clients to be used for 20/Twenty platform
- Partake in meetings with clients to ensure better quality works for reports and managing their 20/Twenty accounts
- Update Circus Social's social media accounts

## WORK EXPERIENCES (CONT.)

### **CORPORATE COMMUNICATIONS (INTERN)**

URBAN REDEVELOPMENT AUTHORITY (URA)

March 2014 – August 2014 (6 months)

The Urban Redevelopment Authority (URA) is Singapore's land use planning and conservation authority with a mission to make Singapore a great city to live, work and play in.

This was an internship programme by Republic Polytechnic as part of Industry Immersion Programme requirement.

Here are some tasks completed during the course of the internship:

- Designed a brochure for their education sector for the gallery called Planning Matters
- Outreaching activities; such as organising private curator's tour. Tasks includes sending out invitations, managing RSVP guest list, packing souvenir kits, and sending out 'Thank you' notes to attendees
- Media monitoring
- Contributed write-ups and photographs for the gallery's website
- Created and assisted in the reorganisation of some of the department's gallery visitor information database using Microsoft Excel
- Managing Singapore City Gallery email inbox as well as responding to school visit requests
- Checked stocks of corporate gifts
- Substituted at Singapore City Gallery's front-desk counter when required
- Created a video to promote an attraction at Singapore City Gallery for a special presentation