



# Maisarah Mirza

*Creative Content & Social Media  
Executive*

+60 17 374 2978

maisarahmirza.work@gmail.com

## ABOUT ME

I'm a creative and adaptable content creator with 4 years of experience in video production, short-form content, and social media. I enjoy turning ideas into visually engaging videos – especially for platforms like TikTok and Reels – and have worked across food, lifestyle, and product-based campaigns. As someone who also creates content as a KOL, I understand both sides of brand collaboration – from planning and execution to final delivery. I value speed, creativity, and storytelling that connects with real audiences.

## SKILLS & COMPETENCIES

- Short-Form Video Editing + Creative Visual Storytelling
- Photo & Graphic Editing for Social Media
- End-to-End Social Media Execution

## EDUCATION

### UPSR

SK Bandar Utama Damansara 4, Selangor  
2010 – 2015

### Sijil Pelajaran Malaysia (SPM)

SMK Bandar Utama Damansara 4, Selangor  
2016 – 2020

### Diploma in Multimedia Design

KOLEJ POLY TECH MARA [IPOH]  
Graduated : 2023

## CERTIFICATIONS, TRAINING & CO-CURRICULAR INVOLVEMENT

### Halal Awareness & Food Handling Training

Certificate of Completion | Tealive / Loob Holding Sdn Bhd | 2023

Gained practical knowledge on halal compliance, hygiene standards, and safe food handling based on Malaysian Halal guidelines.

### Netball Team Player – MSSD Representative

SMK Bandar Utama Damansara 4 | 2019

Represented school in district-level netball tournament; developed teamwork, discipline, and competitive mindset.

## WORK EXPERIENCE

### Content Creation & Social Media Intern

Feng Si Sdn Bhd | July 2023 – Sept 2023

- Managed a TikTok SEO initiative that increased traffic by 15%, bringing in over 90 new monthly customers.
- Created and edited short-form video content for TikTok and Instagram Reels, tailored to brand goals and audience trends.
- Hosted live sessions to promote products and engage directly with audiences, helping boost brand visibility.
- Planned and executed basic SEO strategies for client social media platforms, resulting in higher reach and better sales performance.

### Tearista (Part-Time)

Tealive | Sept 2023 – Dec 2023

- Greeted customers and introduced promotions, new menu items, and best-sellers in a friendly and engaging manner.
- Prepared and served a variety of tea and coffee beverages, following brand standards for quality and consistency.
- Handled customer orders and payments efficiently, ensuring a smooth and positive customer experience.

### Kayu Manis Spa Sdn Bhd

Social Media & Content Producer | Jan 2024 – Dec 2024

- Created and edited daily POV and educational videos about spa services, skincare, and customer experience, based on current wellness trends.
- Used analytics tools to check content performance and improve strategy, which helped increase reach and engagement by 80%.
- Learned basic massage techniques and gained hands-on experience in spa services to create more authentic, informative, and engaging content.

### Pensonic Holdings Berhad ( Circlez )

Creative Content Executive cum Videographer | Jan 2025 – Present

- Plan, shoot, and edit product videos focused on home and kitchen appliances – optimized for TikTok, Instagram Reels, and online campaigns.
- Execute full production independently, from setting product angles, lighting, styling, to editing – ensuring high-quality, scroll-stopping visuals.
- Collaborate remotely with the marketing team in Penang to plan campaign direction, propose creative concepts, and support visual design decisions including key visuals and layouts.
  - Assist in guiding the team on posting schedules, content flow, and platform optimisation to ensure consistency across campaigns.
  - Support KOL/influencer campaigns by brainstorming ideas, shooting content, and ensuring brand consistency across platforms.
  - Sharpened my technical and creative skills – especially in visual direction and product storytelling – which I've taken to the next level compared to my previous roles.
  - Continuously adapt to fast turnaround timelines, while maintaining quality, creativity, and brand alignment.