



NUR AMELIA AZIZAN

SENIOR CONTENT PRODUCER & CONTENT STRATEGIST

MY CONTACT

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Portfolio

[Nur Amelia Azizan's portfolio](#)

Address

Park 51 Boulevard, B-5-23,
Jalan SS9A/18, SS9A, 47300
PJ, Selangor

D.O.B

05 March 1983

Driving Licence

B2, D (since 2001)

ABOUT MYSELF

A strategic Content Producer with hands-on execution expertise, specialising in developing content that balances creativity with performance.

Experienced in leading content direction, managing production workflows, and delivering campaigns that resonate with audiences while meeting business KPIs. Adept at bridging strategy and execution – ensuring every piece of content is purposeful, scalable, and results-oriented.

KEY SKILLS

Content Strategy | Content Production | Campaign Planning
Video Production | TikTok / Reels Strategy | Trend Analysis
Client Servicing | Creative Direction | Project Management

EDUCATION

- | | |
|--------------------|--|
| 1996 - 2000 | SPM/STPM in Art
SMK CONVENT GREEN LANE |
| 2001 - 2002 | Diploma in Business & Administration
UiTM Bertam, Pulau Pinang |
| 2003 - 2006 | Bachelor's In Business Administration
UITM |

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EXPERIENCE

SYNERGYXYZ SDN.BHD (MEDIA AGENCY)

SENIOR Content Producer & Content Strategist | JULY 2024 – Current

- Lead end-to-end content production across TikTok, Instagram, and YouTube, from ideation to execution and post-production.
- Develop and manage content calendars and campaign strategies aligned with brand objectives and audience insights.
- Produce, direct, and edit high-performing short-form video content using tools such as CapCut, VN, and Canva.
- Craft compelling copywriting for captions, hooks, and call-to-actions to drive engagement and conversion.
- Create persuasive, brand-aligned content for social media, product highlights, and paid ad materials.
- Manage client servicing and communication, ensuring alignment on expectations, timelines, and deliverables.
- Pitch and present creative concepts, campaign ideas, and content strategies to clients and internal stakeholders.
- Develop pitch decks and campaign proposals based on market trends, audience behaviour, and business goals.
- Collaborate cross-functionally with marketing, design, and influencer teams to deliver cohesive and impactful campaigns.
- Monitor and analyse content performance metrics to optimise strategy and improve results.
- Review past content performance to continuously enhance creativity, engagement, and reach.
- Oversee content scheduling, publishing, and community management to ensure consistent audience growth.
- Maintain strong brand consistency in tone of voice and visual identity across all platforms.
- Stay updated on social media trends, platform algorithms, and emerging content formats to keep content relevant and competitive.

FREELANCE CONTENT DIGITAL MARKETING | JANUARY 2022 – Current

- Created and executed multi-channel social media content that increased engagement and built brand awareness.
- Pitched and implemented fresh ideas in audio, product styling, and editing to position the brand as innovative.
- Captured and edited photos and videos for social media publication.

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EXPERIENCE

SLAE Cosmetics Sdn Bhd | January 2021 – December 2023

Sales Executive a.k.a Key Leader

- Incharge and arranging of event
- Prepare proposal for company event and follow up client
- Plan, implement and manage sales educational workshops and create training slide.
- Organize and monitor every training
- Make calls to present company product and search for new sales events to government, hospital or private sector.
- Prepare quotation and submit grand for HRDC.
- Provide customer service to customer whenever there is any enquiries.
- Arrange and coordinate client meeting for event purpose
- Create content media and posters via Canva Design and Video Apps
- Prepare weekly reports to management
- Direct selling during the event
- Do live via shopee tiktok Lazada to represent the products.
- Monitor monthly sales and compile sales report

Cuckoo International (MAL) Sdn Bhd September 2019 – January 2021

Natural Manager

- Own recruiting, objectives setting, coaching and performance monitoring of sales representatives
- Managing 300 agents and providing training.
- Do cold calling for sales purposes
- Meet F2F with Corporate clients for corporate sales.
- Build and promote strong, long-lasting customer relationships by partnering with them and understanding their needs
- Present sales, revenue, and expenses reports and realistic forecasts to the management team
- Identify emerging markets and market shifts while being fully aware of new products and competition status.
- Provide training to the sales team.
- Monitor sales via the system and communicate with HQ-related sales details.
- Provide online & offline sales material to the sales team.

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EXPERIENCE

JFF Associates Sdn Bhd | April 2017 – October 2019

Building Executive

- Managed multiple residential (500+ units) and commercial (150 units) sites.
- Liaised between owners, developers, and contractors to resolve defects and renovation issues.
- Reviewed and approved renovation applications in compliance with By Laws.
- Maintained renovation and work permit documentation accurately.
- Monitored on-site renovation and repair works to ensure compliance with approved plans.
- Handled owner inquiries, move-in/out coordination, deliveries, and general site administration.
- Coordinated with contractors and service providers (security, cleaners, landscapers) for daily operations.
- Managed accounts: received payments (service charges, deposits), issued receipts, prepared invoices, and monthly financial reports for JMC meetings.
- Prepared minutes of meetings, occupancy updates, and necessary forms.

Pantai Hospital Penang | August 2012 – March 2017

Admin Cum Building Executive

- Assisted Administration Manager in daily operations to ensure smooth department workflow.
- Supervised outsourced teams for maintenance and housekeeping services.
- Coordinated and managed hospital joint inspections with safety officers, infection control nurses, and housekeeping teams to ensure facilities remained compliant and operational.
- Monitored janitorial, lawn maintenance, and housekeeping services.
- Maintained building inventories, scheduled furniture and facility usage/rentals.
- Supported new system implementation (IFAC) for Facilities Helpdesk and ensured smooth end-user request management.

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Core Competencies

- Content Strategy & Planning
- Campaign Development & Execution
- Social Media Management (TikTok, Instagram, YouTube, Facebook)
- Video Production & Editing (CapCut, VN, Adobe Premiere Pro, Canva)
- Copywriting & Storytelling
- Content Calendar Creation & Scheduling
- Trend Analysis & Audience Insights
- Multi-Brand Campaign Management
- Client Servicing & Relationship Management
- Pitching & Presentation Skills
- Team Coordination & Workflow Management

SOFT SKILLS

- Creative Problem-Solving
- Attention to Detail
- Time & Priority Management
- Communication & Presentation
- Adaptability & Multitasking
- Strategic Thinking

REFERENCES

DARYL LIM - Video Director (SynergyXYZ)

019 - 879 9969

SAMMI (SynergyXYZ)

012 - 773 7376

LANGUAGES

- English - Expert
- Bahasa - Expert