

NUR HIDAYAH BINTI BAHRUDDIN

Social Media Specialist

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+60-16-353-4570

ABOUT ME

Creative Content Manager and Social Media Specialist experienced in content strategy, social media management, and digital branding. Experienced in developing creative campaigns, producing digital content, and managing brand communication across social media platforms.

WORK EXPERIENCE

JustSimple | 2025 - Sep 2026

Creative Manager

- Developed and executed social media content strategies and integrated campaigns across Facebook, Instagram, TikTok, and Xiaohongshu (XHS) aligned with client objectives.
- Managed end-to-end content production workflows, including content ideation, production planning, client coordination, and final delivery.
- Handled communication with clients, and internal teams to ensure smooth execution of content projects.
- Coordinated and participated in photo and video shoots, providing creative direction to ensure content aligns with brand guidelines.
- Reviewed, refined, and finalized social media videos and images, coordinating revisions with editors and clients before publishing.
- Managed content scheduling and publishing across social media platforms, ensuring timely delivery according to content calendars.

JustSimple | 2024 - 2025

Social Media Intern

- Assisted in planning and executing social media content strategies across Facebook, Instagram, and TikTok.
- Conducted social media trend research, competitor analysis, and audience insights to support creative content development.
- Assisted in preparing content calendars, scripts, storyboards, and production materials for client campaigns.
- Supported talent sourcing and production coordination, including communicating with talents, arranging schedules, and preparing shoot requirements.
- Assisted during photo and video shoots by managing on-site logistics and ensuring content execution followed the approved creative direction.

Kafa Al-Azid | 2020 - 2021

Teacher

- Planned and delivered engaging lessons aligned with the curriculum.
- Managed classroom activities and monitored student progress.
- Prepared learning materials, assessments, and student reports.

EDUCATION

Universiti Malaya | 2021-2024

Bachelor of Media Studies

- Specialized in graphic design, journalism, public relations, and publishing.
- Gained practical experience in branding, visual communication, editorial design, and digital content production.

Maahad SAS | 2019

STAM (Sijil Tinggi Agama Malaysia)

- Developed a strong foundation in Islamic studies, Arabic language, and religious education.

SKILLS

Creative & Design Tools:

- Proficient in Adobe Photoshop, CapCut, and Canva for graphic design, content creation, and video editing.
- Familiar with Adobe Illustrator, Adobe Premiere Pro, Adobe Lightroom, and Figma for design, photo editing, and creative production.

AI & Creative Tools:

- Experienced with ChatGPT, Google Gemini, Higgsfield, and Google Veo for AI-assisted content creation, creative ideation, prompt development, and AI video generation.

Productivity Tools:

- Experienced with Google Workspace, Microsoft PowerPoint, Microsoft Excel, and Adobe Acrobat for documentation, presentations, project coordination, and data management.

Language:

- Fluent in Malay and English; basic proficiency in Arabic.

Creative Interests:

- Passionate about mural art and creative drawing, with a strong interest in visual storytelling and creative design.

REFERENCES

Dr. Siti Ezaleila Mustafa
Senior Lecturer of Media Studies,
Universiti Malaya

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