
NORLIZA ISMAIL | SENIOR COPYWRITER

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PROFESSIONAL SUMMARY

Trustworthy copywriter/translator/editor with 22 years of practical experience and dedicated work ethic. Self-motivated to consistently provide first-class results in line with stringent targets and deadlines.

CORE COMPETENCIES

- ✓ Annual Report/Coffee Table Book/Website
- ✓ Copywriting, editing, review and proofreading
- ✓ Promotional marketing and advertising
- ✓ Translation (Eng-Malay)
- ✓ Average SEO knowledge
- ✓ Canva, Trados, Memsource, MemoQ, SE
- ✓ Scriptwriting & Subtitles Translator
- ✓ Ghostwriting (books and articles)

PROJECT/CLIENT

CORPORATE REPORT

- FELDA VENTURES SDN BHD - 2020
- UNDP MALAYSIA - 2022
- BANK AGRO MALAYSIA 2022 (Partly involvement)
- MIGHT REPORT - MINISTRY OF ECONOMY MALAYSIA - 2023

CAMPAIGN AND DIGITAL MARKETING

- SPRITZER MALAYSIA - 2020/21
- MOHD CHAN RESTAURANT - 2020/21
- ANTABAX - 2022
- MINYAK MASAK ALIF - 2022
- SUNWAY BIG BOX - MATTEL XMAS - 2023
- INTERNATIONAL DRONE RACING MALAYSIA - 2023

SCRIPT (SHORT VIDEO/RADIO ADS)

- SP SETIA - PROPERTY VIDEO - 2019
- NASI KANDAR HIJRAH - VIDEO ADS - 2020
- EM SECRET VIDEO - 2021
- VOICE OVER SCRIPT - MINYAK MASAK ALIF - 2022
- WONDA COFFEE RADIO ADS (10TH ANNIVERSARY) - 2023

SUBTITLES TRANSLATIONS & QC

- MADAGASCAR 1 & 2 - QC - 2021
- GREY'S ANATOMY SEASON 1 - TRANSLATION - 2020
- FRASIER EPS 9 & 10 - TRANSLATION - 2014
- OTHER FOREIGN MOVIES FOR SDI/NETFLIX/TV VIBE UK

TRANSLATIONS & PROOFREAD (ENG -MALAY)

- CANVA - DIGITAL POSTERS - 2023
- MENTAL HEALTH REPORT (IYRES-UNICEF) - 2023
- ABBOT MEDICAL - MEDICAL DEVICE - 2019-2023
- SINGAPORE TOURISM - 2021
- SINGAPORE CLEANLINESS CAMPAIGN - 2022
- WEBSITE TRANSLATION - ERP SYSTEM - 2023

GHOSTWRITING

- MUDAHNYA BERNIAGA - 2014/15 (EDITORIAL TEAM)
- MEDIA KIT FOR INTERNATIONAL DRONE RACE ASIA 2023
- PROPERTY BROCHURE - NILAI, NEGERI SEMBILAN - 2021
- ARTICLES - PROPERTY GURU (MALAY LANGUAGE) - 2021
- ARTICLES - NIAGATIMES 2014/15 (MALAY LANGUAGE)

PROFESSIONAL EXPERIENCE

Contract Academic Proofreader

Faculty of Art & Social Sciences, Universiti Malaya | August 2023 - Current

- Examine written content for grammatical and typographical errors.
- Consult with writers and editors to identify how individual texts in a document should be composed.
- To find errors or omissions, compare typeset proofs to the source document.
- Check that the page numbers are in the correct order and are not repeated or omitted.
- Examine documents to check that chapter titles correspond to the table of contents.
- Use standard symbols that are recognised by printing and publishing firms.
- Mark highlighted revisions by editors/authors and ensure they are reflected on the master set proof.
- Reread written text to ensure consistency in document structure and content.

Freelance Copywriter & Translator

Various Clients (KBS/Spritzer/GLC etc) | Jan 2020 - Current

- **Annual Reports/Coffee Table Books/Brochures/Newsletter/Website**
- Managed aspects of copy review and editing for various marketing and communications materials.
- Developed engaging, compelling and captivating copy for adverts and promotions.
- Proofread text after project completion, checking and correcting spelling, grammar and punctuation.
- Met with clients to understand desired message, brand voice and target audience of copywriting assignments.
- Presented copy concepts and final products to staff and clients for review, integrating feedback to reflect desired tones, voices or messages.
- Employed different writing styles and tones in delivering key messages, brand voices and images to target markets for marketing purposes.
- Interpreted creative briefs and articles to develop concepts for copywriting tasks.

Freelance Language Reviewer (Malay)

Lingua Technologies Int Pte Ltd, Bangkok | Jan 2015 - Current

- Made critical opinions according to personal knowledge, judgment and experience of assigned content.
- Took notes, outlined ideas and formed clear arguments for or against assigned work based on analysis and experience.
- Delivered detailed examinations of appearance, presentation and preparation of each item reviewed.
- Malay language reviewer for translation from English source

Freelance Translator (Malay)

Lingua Technologies Int Pte Ltd, Singapore | Jan 2015 - Current

- Adapted existing translations to meet style guidelines.
- Produced a daily output of 1500-3000 translated words per day.
- Obtained information on appropriate terms, phrases and words from specialist dictionaries.
- Inspected translations word-for-word for grammar and spelling faults.
- Maintained focus under pressure to deliver accurate translation services.

Contract Proofreader (Malay)

Translife Group for Kementerian Ekonomi Malaysia | August 2023 - October 2023

- Adapted existing translations to meet style guidelines.
- Produced a daily output of 1500-3000 translated words per day.
- Obtained information on appropriate terms, phrases and words from specialist dictionaries.
- Inspected translations word-for-word for grammar and spelling faults.
- Maintained focus under pressure to deliver accurate translation services.

Freelance Subtitler (Malay)

SDI Media/Jonckers/Netflix | Jan 2014 - Current

- Reviewed translated copy to determine areas for improvements, opportunities to enhance impact or word changes.
- Maintained spiritual awareness while creating captions to ensure captions gave the appropriate effect to audiences when on screen.
- Created captions with accurate time codes, describing music, sound effects as well as the dialogue and voice-overs.
- Kept up-to-date with new words and phrase trends within Bahasa Melayu language by conducting regular online research and book reading.
- Translated English into Bahasa Melayu without difficulty for foreign films, shows and speeches.
- **Used subtitling software, such as Subtitle Edit and Subtitle Workshop to create captions and subtitles for movies/TV programmes.**
- Worked to a tight style checklist to ensure consistency in hyphenation, capitalisation and language used.
- Listened carefully, paying attention to accent and cultural nuances.
- Proofread completed and existing transcripts to meet styling brand guidelines.

Freelance Copywriter for Digital Media (Malay)

VVIN/RTist/Media Clique Sdn Bhd | Jan 2020 - Feb 2023

- Produced content for websites and social media channels to enhance brand visibility.
- Craft copies for clients brand's campaigns, social media and scripts for videos
- Demonstrated outstanding product knowledge to achieve high customer satisfaction levels.
- Prepared range of written communications, documents and reports.
- **Worked with several brands such as : Minyak Masak ALIF, Nestle, Maggi, Antabax, Mohd Chan Abdullah Restaurant, Avana Asia (and many more)**

Head Copywriter (Malay)

Felda Ventures Sdn Bhd | June 2021 - January 2022

- **Head copywriter for Felda Annual Report 2020**
- Met with clients to understand desired message, brand voice and target audience of copywriting assignments.
- Brainstormed creative methods to relate to target audiences using copy and graphical content.
- Researched target audiences to understand appropriate communication methods before generating copy, adapting content to communication channels.
- Proofread text after project completion, checking and correcting spelling, grammar and punctuation.
- Conducted in-depth research into topics by searching online databases, reviewing existing information and interviewing subject-matter experts.

Editor and Articles Analyst (Malay segment)

United Nations Development Prog Publication | July 2022 - Nov 2022

- **Editor for Malay segment : UNDP Invention Report - Launched by PM DS Ismail Sabri**
- Evaluated and fact-checked all copy to verify accuracy and quality of work.
- Enforced style guide requirements and adherence to industry best practices, supporting consistent quality.
- Reviewed finished work prior to publication, noting edits and approving final versions.
- Proofed written works, shaped content and helped improve overall work quality.
- Verified facts using standard reference sources and industry best practices to reduce risks of falsified data.
- Offered clear editorial advice to producers, working with content and context cues to improve quality and readability.
- Worked remotely with diverse team of writers, providing daily support via Zoom, Slack and email.
- Collaborated with creative directors, graphic designers and producers to execute projects with precision and achieve project goals.
- Worked with authors to verify adherence to editorial standards, reviewing and preparing for sign-off.
- Coordinated workflows and delegated tasks within fast-paced publishing environment.

Ghostwriter (Business Books)

Richworks Publication Sdn Bhd | Jan 2015 - Dec 2015

- Completed writing assignments according to set standards regarding order, clarity, conciseness, style and terminology.
- Performed in-depth research into topics to write clear and accurate copy.
- Wrote advertising copy for diverse publications, products and services.
- Edited documents for grammar, clarity, content and formatting.
- Applied strong writing, editing and proofreading abilities to each assignment to produce best possible content.
- Proofread copy to reduce errors and solidify proper tone, diction and syntax to meet project brief.
- Liaised with clients to discuss project scope, content brief and brand guidelines for each project to increase client satisfaction.

Magazine Journalist

Kump. Media Karangkrak Sdn Bhd | Nov 2001 - July 2012

- Worked closely with news team, photographers and editors to complete columns to tight deadlines.
- Edited, revised and reviewed work in response to feedback, working well with editors to improve quality of columns.
- Selected subject matter based on readership interest and area of expertise.
- Provided consistent cultural commentary to successfully grow dedicated readership.
- Confirmed any stated facts were checked and verified before publishing.
- Demonstrated excellent time management and organisational skills to meet strict deadlines.
- Kept strong knowledge of journalism laws and ethics, maintaining cultural sensitivity across diverse range of issues.
- Kept up-to-date with industry trends and columnist work from other publications.
- Interviewed people from range of different circumstances and background, building rapport quickly to receive insightful answers.

EDUCATION BACKGROUND

Bachelor Degree in Mass Communications & Linguistics

University Science of Malaysia, Penang | Batch 2000

Digital Marketing and Branding Course

MDEC Short Course | Jan 2015 - Dec 2015

LANGUAGE COMPETENCY

BAHASA MELAYU

Professional Level (Understanding, Written & Spoken)

ENGLISH

Intermediate Level (Spoken), Advance Level (Understanding & Written)

REFERENCE

EDITOR-IN-CHIEF (Kump. Media Karangraf Sdn Bhd)

Puan Nuri Supian I 012-533 2484

FOUNDER ABADI ILMU SDN BHD

Puan Fuziah I 012-238 1202

SENIOR EDITOR KOSMO

Puan Shakilawati Abd Rahman I 019-235 4581