



## SYAIDA ILMUNA ISMAIL

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### Education

#### UNIVERSITI TEKNOLOGI MARA (UiTM)

*Bachelor's Degree, Mass Communication & Media Studies Major in Broadcasting*

CGPA: 3.8

- Vice Chancellor Award

Shah Alam, SEL  
2013

#### SEKOLAH MENENGAH KEBANGSAAN HAMID KHAN

Sijil Pelajaran Malaysia: 5A

Gelugor, Pulau Pinang  
2008

### Experience

#### LOBAK MERAH

##### Assistant Editor & Writer

- Edit senior and junior writers articles in terms of grammar, punctuation, style and language used.
- Act as gatekeeper of choosing the right news to be published and guide writers in writing suitable angle for the news.
- Proofread copywriting for Facebook and other social media platforms for Lobak Merah.
- Plan and execute content strategies for Facebook postings.
- Monitor writers performance in Google Analytics.
- Present weekly reports on writers performance to head of content.
- Write at least two BM articles on any topic per day.

Kuala Lumpur  
March 2022 – Present

##### Senior Content Writer & Editor

- Wrote daily general, viral and human interest articles.
- Wrote creative listicles on history, crime, personalities, food and travel.
- Wrote sponsored articles for big brands like Astro, Traveloka, Grab and Boost.
- Top writers in 2018, 2019 and 2021 with the highest pageviews - 10.6 million.
- Talent for Lobak Merah video content.

2017 – 2022

#### PENERBIT UNIVERSITI MALAYSIA KELANTAN (UMK)

##### Part-time Editor

- Proofread and edited books published under Penerbit UMK.

(Remote)  
2022 – 2023

#### CREATIVE LIONS ASIA PRODUCTION

##### Translator / Script Writer

- Brainstorm ideas for MBSB Raya advertisement.
- Translated scripts written in English to Bahasa Malaysia.

Kuala Lumpur  
2018 – 2019

## **GRUP BUKU KARANGKRAF**

Shah Alam, SEL

### **Novelist**

2013– 2018

- Published 3 novels and 4 anthologies under Alaf 21 and Buku Prima publication - thriller, horror and romance genre.
- Novels: Dia Bukan Arissa (2013), Akulah Si Jelita (2014), Jangan Percaya! (2015)
- Anthologies: Bunuhan - Tren (2016), BAYI - Karnivor (2017), Tanah - Gegar Tanah (2017) and Radio - Bising (2018)
- Proofread and reviewed all print and electronic content for grammar, tone, voice and creative quality.
- Participated in all stages of manuscript preparation and book production including attending signing sessions during Pesta Buku Antarabangsa Kuala Lumpur (PBAKL).

### **Skills & Interests**

**Technical:** Experience in using Microsoft Office, Google Analytics, Canva, WordPress, CapCut, Photoshop, Facebook Insights.

**Language:** Bahasa Melayu (Native), English (Advanced)

### **References**

#### **Muhammad Isa Ahmad Zubir**

Team Lead Lobak Merah

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#### **Mohammad Ali Haji Mohd Noor**

Ex Managing Editor of Grup Buku Karang kraf

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