



AMIRAH SHEREENA

CONTACT INFO

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PROFESSIONAL SUMMARY

- *Highschool English debater & public speaker*
- *Punctual and manage my time well*
- *Experience in working in a team and individually*
- *Owns a small online business on instagram*
- *Freelance content creator under KOL*
- *Eager learner and has experience as a beauty consultant*

ACADEMIC BACKGROUND

UITM LENDU, MALACCA 2020-2023
DIPLOMA IN ENGLISH COMMUNICATIONS

UITM SEGAMAT, JOHOR BAHRU 2023-current
DEGREE IN DIGITAL MARKETING

CAREER HISTORY

BEAUTY CONSULTANT & RETAIL ASSOCIATE FEB 2023 - SEPT 2023

SASA

- Managed the store and ascertain customer's needs
- Handle weekly receiving stocks and rearrange items
- Knowledge about skincare, makeup and fragrance as had training beforehand
- Trained new beauty consultants and handle arranging weekly/monthly promotions
- Cashier experience and did closing reports as well as daily reports for shop

CONTENT CREATOR 2020- CURRENT

EMINA & KOL

- Emina Cosmetics Ambassador (Aug 23'-April 24)
- Create content videos for Emina, join events
- TikTok livestream host for Emina
- Handle stocks for events
- Created, shot and edited videos for my business page, UNIQLO, Clef, Barenbliss & Emina Cosmetics

SMALL BUSINESS

- Handle marketing for Instagram store by posting content (pictures and videos) on TikTok and Instagram
- Model, take pictures and edit to be uploaded and sold
- Print postages, pack items and post out weekly
- Reply to customers promptly to their needs to ensure good customer service
- Create business plan, marketing strategies and have experience in physical pop-up booths

WORK REFERENCES

Miss Rosilawati (+60183766959) Store Manager of Sasa, 163 Retail Park