

MUHAMMAD DINIE AMMAR BIN AZLAM

FINAL YEAR ADVERTISING STUDENT

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ABOUT ME

A passionate and creative graphic designer/content creator with 5+ years of experience in digital design and content creation. An avid K-Pop fan who is mostly inspired by the K-Pop group concept, especially when I'm designing stuff for social media posting and merchandise design for my small business.

EDUCATION

UNIVERSITI TEKNOLOGI MARA SHAH ALAM (CGPA: 3.61) <i>[Bachelor of Mass Communication (Hons) Advertising]</i>	Shah Alam, Selangor 2022 - Present
UNIVERSITI TEKNOLOGI MARA MELAKA (CGPA: 3.89) <i>[Diploma in New Media Communication and Contentpreneurship]</i>	Alor Gajah, Melaka 2019 - 2022

PROFESSIONAL EXPERIENCE

MELOVIBEKL ENTERPRISE / MICHINSHOPMY Owner/Founder	Kuala Lumpur, Malaysia 2022-Present
<ul style="list-style-type: none">• Spearheaded the design and development of distinctive fan made K-pop merchandise, aligning product offerings with market trends and fan preferences.• Managed end-to-end business operations including marketing, sales, supply chain, and customer service.• Cultivated a strong online presence through social media marketing and community engagement, driving brand awareness and customer loyalty.	
Company Achievement <ul style="list-style-type: none">• Event Organized<ul style="list-style-type: none">- Successfully organized 7-8 K-pop themed events including listening and streaming parties, significantly enhancing brand engagement and fan experience with Yoodo, a subsidiary company of CelcomDigi, elevating the brand's visibility and outreach within the Malaysian K-pop community.• Products Launched<ul style="list-style-type: none">- Successfully designed and launched unique fan made K-pop merchandise that garnered significant attention and positive reception on social media platforms, leading to a substantial increase in buyer interest and sales.	

FREELANCE Content Creator & Graphic Designer	Kuala Lumpur, Malaysia 2020-Present
<ul style="list-style-type: none">• Collaborated with high-profile clients including Grab, Maybank, and Digi, delivering impactful digital marketing materials tailored to their unique branding and campaign goals.• Specialized in creating visually engaging digital content, including photo editing, poster design, and the development of digital advertisements and banners.	

KINGDOM DIGITAL Digital Designer Intern	Petaling Jaya, Selangor 2021-2022
<ul style="list-style-type: none">• Collaborated with high-profile clients including Grab, Maybank, and Digi, delivering impactful digital marketing materials tailored to their unique branding and campaign goals.• Specialized in creating visually engaging digital content, including photo editing, poster design, and the development of digital advertisements and banners.• Contributed to diverse projects, showcasing versatility and creativity in visual design aligned with client specific marketing strategies.	

PROJECTS

PUBLIC SERVICE ANNOUNCEMENT CAMPAIGN KITAPAKAIBALIK

UiTM Shah Alam, Selangor

Creative Director

April 2024 - Present

- Responsible to lead and oversee the creative team to develop creative concepts and designs that align with the campaign's brand and objectives.
- Develop and implement creative strategies for various planning, including advertising campaigns, merchandise launches, and campaign identity development.

K-POP GATHERING EVENT (LIVE SCREENING AND LISTENING PARTY)

UiTM Shah Alam, Selangor

Event Director & Merchandise/Graphic Designer

April 2024 - Present

- Responsible to lead and oversee the creative team to develop creative concepts and designs that align with the campaign's brand and objectives.

DIGITAL ADVERTISING CAMPAIGN FOR INSTITUT PENGAJIAN SISWAZAH

UiTM Shah Alam, Selangor

Graphic Designer

October 2023 – January 2024

- Created visual assets such as logos, illustrations, infographics, and other graphical elements for IPSiS UiTM Shah Alam social media.
- Maintaining consistent brand identities across all design materials, ensuring that they reflect IPSiS UiTM Shah Alam values, message, and visual identity guidelines.

DIGITAL ADVERTISING CAMPAIGN FOR GM KLANG

UiTM Shah Alam, Selangor

Creative Director & Graphic Designer

October 2023 – January 2024

- Created visual assets such as promotional material and content for GM Klang social media campaign to increase shops visibility.
- Maintaining consistent brand identities across all design materials, ensuring that the campaign message reaches our targeted audience.

GAMEINC 2021

UiTM Alor Gajah, Melaka

Project Director

May 2021 – August 2022

- Developed comprehensive project plans that outline GameINC objectives, scope, timeline, resources, and deliverables, ensuring alignment with course's goals and public expectations.
- Lead and motivate cross-functional project teams, providing clear direction, guidance, and support to ensure team members understand their roles and responsibilities and work collaboratively towards project goals.

ACHIEVEMENT

PENANG INTERNATIONAL INVENTION, INNOVATION AND DESIGN 2023

UiTM Pematang Pauh, Pulau Pinang

Silver Award for UniRide: One Stop App Solution for Unimates

May 2023

ACA CHAMPIONSHIP MALAYSIA 2021

Kuala Lumpur, Malaysia

Top 30 Finalist for Adobe Competition

June 2021

ADOBE CERTIFIED PROFESSIONAL

Kuala Lumpur, Malaysia

Certification In Visual Design Using Adobe Photoshop

June 2021

ADDITIONAL INFORMATION

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- Program Management: Adobe Program (Photoshop, Illustrator, Premiere Pro), Canva
 - Technical Skills: Photo & Video Editing, Content Creation, Photography, Visual Design
 - Certifications: Adobe Certified Professional in using Photoshop
 - Languages: Bahasa Malaysia (Native), English (Fluent), Korean (Basic)

REFERENCE

Madam Noorazura binti Durani

New Media Communication program coordinator at Universiti Teknologi Mara Alor Gajah, Melaka | +60 19-6562432

Dr Shifa binti Faizal

Advertising program coordinator at Universiti Teknologi Mara Shah Alam, Selangor | +60 3-55435932