

# 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)

*[Bachelor of Mass Communication (Hons) Advertising]*

Shah Alam, Selangor

2022 - Present

#### UNIVERSITI TEKNOLOGI MARA MELAKA (CGPA: 3.89)

*[Diploma in New Media Communication and Contentpreneurship]*

Alor Gajah, Melaka

2019 - 2022

### PROFESSIONAL EXPERIENCE

#### MELOVIBEKL ENTERPRISE / MICHINSHOPMY

Kuala Lumpur, Malaysia

##### Owner/Founder

2022-Present

- 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*

###### • Event Organized

- 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

- 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

Kuala Lumpur, Malaysia

#### Content Creator & Graphic Designer

2020-Present

- 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

Petaling Jaya, Selangor

#### Digital Designer Intern

2021-2022

- 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

|  |                                    |
|--|------------------------------------|
| <b>PUBLIC SERVICE ANNOUNCEMENT CAMPAIGN KITAPAKAIBALIK</b>   | <b>UiTM Shah Alam, Selangor</b>    |
| <b>Creative Director</b>   | <b>April 2024 - Present</b>        |
| <ul style="list-style-type: none"><li>• Responsible to lead and oversee the creative team to develop creative concepts and designs that align with the campaign's brand and objectives.</li><li>• Develop and implement creative strategies for various planning, including advertising campaigns, merchandise launches, and campaign identity development.</li></ul>  |                                    |
| <b>K-POP GATHERING EVENT (LIVE SCREENING AND LISTENING PARTY)</b>  | <b>UiTM Shah Alam, Selangor</b>    |
| <b>Event Director &amp; Merchandise/Graphic Designer</b>   | <b>April 2024 - Present</b>        |
| <ul style="list-style-type: none"><li>• Responsible to lead and oversee the creative team to develop creative concepts and designs that align with the campaign's brand and objectives.</li></ul>  |                                    |
| <b>DIGITAL ADVERTISING CAMPAIGN FOR INSTITUT PENGAJIAN SISWAZAH</b>  | <b>UiTM Shah Alam, Selangor</b>    |
| <b>Graphic Designer</b>  | <b>October 2023 – January 2024</b> |
| <ul style="list-style-type: none"><li>• Created visual assets such as logos, illustrations, infographics, and other graphical elements for IPSiS UiTM Shah Alam social media.</li><li>• Maintaining consistent brand identities across all design materials, ensuring that they reflect IPSiS UiTM Shah Alam values, message, and visual identity guidelines.</li></ul>  |                                    |
| <b>DIGITAL ADVERTISING CAMPAIGN FOR GM KLANG</b>   | <b>UiTM Shah Alam, Selangor</b>    |
| <b>Creative Director &amp; Graphic Designer</b>  | <b>October 2023 – January 2024</b> |
| <ul style="list-style-type: none"><li>• Created visual assets such as promotional material and content for GM Klang social media campaign to increase shops visibility.</li><li>• Maintaining consistent brand identities across all design materials, ensuring that the campaign message reaches our targeted audience.</li></ul>   |                                    |
| <b>GAMEINC 2021</b>  | <b>UiTM Alor Gajah, Melaka</b>     |
| <b>Project Director</b>  | <b>May 2021 – August 2022</b>      |
| <ul style="list-style-type: none"><li>• Developed comprehensive project plans that outline GameINC objectives, scope, timeline, resources, and deliverables, ensuring alignment with course's goals and public expectations.</li><li>• 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.</li></ul> |                                    |

## ACHIEVEMENT

|   |   |
|---|---|
| <b>PENANG INTERNATIONAL INVENTION, INNOVATION AND DESIGN 2023</b>   | <b>UiTM Pematang Pauh, Pulau Pinang</b> |
| <b>Silver Award for UniRide: One Stop App Solution for Unimates</b> | <b>May 2023</b>                         |
| <b>ACA CHAMPIONSHIP MALAYSIA 2021</b>                               | <b>Kuala Lumpur, Malaysia</b>           |
| <b>Top 30 Finalist for Adobe Competition</b>                        | <b>June 2021</b>                        |
| <b>ADOBE CERTIFIED PROFESSIONAL</b>                                 | <b>Kuala Lumpur, Malaysia</b>           |
| <b>Certification In Visual Design Using Adobe Photoshop</b>         | <b>June 2021</b>                        |

## ADDITIONAL INFORMATION

- 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