



# Ramen Hasniran

## SOCIAL MEDIA & DIGITAL MARKETING



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[ramenhasniran.wixsite.com/portfolio](https://ramenhasniran.wixsite.com/portfolio)

## PROFESSIONAL PROFILE

I am a creative genius, who likes to experiment and think outside of the box with 8 years of experience as Marketer specializing in **Social Media Marketing** (Content Creation and Management).

I have developed the skills set in areas such as **Website Management** (Content Creation and Front-End Management), **Ecommerce**, **Digital Advertising** (Social and Display) and **Influencers Marketing** (KOLs and Celebrities) over the years.

In 2019, I strategize to market Nights of Fright 7 (Sunway Lagoon) which resulted in over **75,000 tickets sold** and **62.43% revenue growth** with an **82.7mil digital impressions**.

I am also very passionate about photography and videography. I **directed** and **storyboard** a viral video which subtly helped to boost the sales of Nights of Fright 7 (Sunway Lagoon) which garners **152k views on Facebook** along with **993 Likes, 216 comments** and **282 shares**.

## KEY COMPETENCIES

- Digital Marketing
- Social Media Marketing
- e-Commerce
- Digital Advertising
- Strategy & Planning
- Analytics
- Website Management
- SEO & SEM
- Email Marketing

## PERSONAL SKILLS

- Creative
- Risk Taker
- Reliable
- Independent
- Detailed
- Organized
- Fast Learner
- Team Player

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### ACHIEVEMENTS

#### NIGHTS OF FRIGHT 7

Exceptional Achievement

- 3.1mil Total Engagements
- 18.9k Online Mentions
- 82.7mil Digital Impressions
- Over 75,000 Tickets Sold (18 Nights)
- **28.29% Attendance Growth**
- **62.43% Revenue Growth**

#### POCONG & PONTIANAK | NOF7

Never Be Seen Before

- An engaging yet entertaining video to market the Nights of Fright 7, **Terrifying Footage Revealed.**
- Garnered **152k views** on Facebook = 993 Likes, 216 Comments & 282 Shares

#### SHARKNADO ALIVE!

JAWsome Experience

- Facebook videos to create engagement prior to launch day.
- **JAWDROPPING Truth 39.7k views** feat. *Nadia Brian*.
- **A SHARK-tastic Celebrity Chomp 29k views** feat. *Nadia Brain, Caprice, Joanne Joseph & Keith Foo*.
- **Sharkeoke with Sharknado 40.2k views** feat. *Rose Nicotine*.

#### EXPERIENCE IT

25 Wonder Years – Sunway Lagoon

- Involvement with Creative Lions for the shooting of the **music video** which was held in Sunway Lagoon.
- Liaised with internal parties to ensure a smooth process for the shoot in terms of location.
- The music video collaborates with 3 Malaysia artist *Kaka Azraff, Caprice* and *Mimi Fly*.

#### WHAT'S YOUR SOCIAL MILEAGE

Best Social Media Campaign

- Assisted AmBank to **boost** their social media **presence** by running a Social Media Campaign.
- **Won Silver Award** at Dragons of Malaysia for Best Social Media or Word of Mouth Campaign.
- **350% increase in Facebook fans** in just 10 weeks (18k to 81k).
- Average engagement rate of 53%.

#### AMBank #LIFEGETSFUN

Order of Excellence Award

- Executed a 5-weeks photo contest in conjunction with AmBank's Instagram page launch.
- **Won Order of Excellence Award** for Best of Social Media.
- No.1 Malaysian Bank on Instagram after just 2 months.



### CAREER SUMMARY

#### CONTENT MARKETING MANAGER

Qoala Malaysia | Sept 2020 - present

- Researching industry-related topics (combining online sources, interviews and studies).
- Writing clear marketing copy to promote our products/services.
- Preparing well-structured drafts using Content Management Systems.
- Responsible for planning, implementing, managing and monitoring the company's Social Media strategy in order to increase brand awareness, improve marketing efforts and increase sales.
- SEO Blog Writing to increase organic growth and reach.
- Curation of SEM and SSM advertisements including creatives and content input.
- Giving creative direction to Designers for creative output.
- Analyzed performance of social media posts and prepare weekly and monthly reports for the management team.

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### CAREER SUMMARY

#### DIGITAL MARKETING MANAGER

Halim Mazmin Group | Mar 2020 – Aug 2020

- Managed Social Media channels, Website and Emailing Database (EDM) for the company's hospitality division which is Splash Out Langkawi and Bella Vista Hotels and Resorts.
- Developed contents strategy for social media channels of both properties, such as Facebook and Instagram.
- Developed and managed the database of both properties for direct emailing communications.
- Monitored Social Media ads based on the budget provided to maximize ROIs.
- Monitored and analyzed social media platforms performances and prepare reports for the management team.
- Managed and update both properties websites with relevant & latest promotions.
- Managed the e-commerce site of Splash Out Langkawi and measured online sales performance.
- Managed the booking site of Bella Vista Hotels and Resorts and measured online sales and performance.
- Created monthly content for EDMs, posts and videos for the properties.
- Liaised with influencer and celebrities to promote the properties.

#### ASSISTANT MANAGER, DIGITAL MARKETING

Sunway Lagoon, Malaysia | Jul 2019 – Feb 2020

- Managed and oversee Sunway Lagoon's Digital Team.
- Helmed the Digital Arm covering Sunway Lagoon's website, chatbot, blog, e-commerce site, database management system & social media channels.
- Measured and reported the performance of digital campaign and assess against goals (ROIs and KPIs).
- Developed digital advertising strategy such as Social Media (Facebook, Instagram & Twitter) as well as Display Advertising and Search.
- Developed and implemented a holistic digital & social strategy to drive awareness and reaching sales target.
- Worked with Graphic Designers to create highly engaging materials for the blog, landing pages, product pages and social media channels to deliver organic traffic growth to the website.
- Collected, analyzed data, identify trends and proactively communicate insights always ensuring positive ROIs.
- Maintained strong knowledge of online advertising and competitive trends.

#### SENIOR EXECUTIVE, SOCIAL MEDIA

Sunway Lagoon, Malaysia | Nov 2015 – June 2019

- Developed and executed (includes Creating and Curation of daily post content) social strategy and management of social content calendar across various platforms, such as Facebook, Instagram, Twitter and YouTube.
- Implemented and monitored Facebook, Instagram and Social Media Ads based on the budget provided to maximize ROIs.
- Developed and executed all Social Media campaign includes content strategy and communication plans based on the integrated year-long campaigns.
- Customer service experienced: monitored, listening and responded to users in a "social" lingo way while cultivating leads and sales.
- Provided recommendations on content and marketing for key influencers (KOL) usage and worked closely with them to maximize awareness.
- Monitored and analyzed the social media platforms performance and prepared reports for the management team.
- Managed the e-communication planning and content for nearly 200k subscribers for continuous customer engagement, brand awareness and sales.
- Managed official website and maintained with relevant information and latest promotions.
- Managed the e-commerce site and measure online sales performance.
- Analyzed customer behavior and likings for both online (website) as well as social media fans.
- Developed & brainstorm ideas, create storyboard video shooting and editing festive videos, campaign and engagement videos.

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### CAREER SUMMARY

#### EXECUTIVE, SOCIAL MEDIA

AmBank Berhad | July 2013 – Oct 2015

- Managed the Social Media platforms of AmBank (M) Berhad including Facebook, LinkedIn and YouTube channels.
- Created and scheduled the write-up for Facebook posting, product features and campaigns. Also shared articles to LinkedIn related to SMEs and Digital.
- Worked closely with product owners (Credit Card, Fixed Deposit, etc) in terms of communication plans for Social Media campaigns that use Facebook as the platform.
- The key person to execute all Facebook-related matters, including posting of products, campaigns and announcements.
- Liaised with vendors for partnership and collaboration campaigns.
- Prepared monthly reports for the management team.



### CERTIFICATION

#### DITIGAL MARKETING INSTITUTE

Professional Diploma in Digital Marketing

Credential ID 10418713



### PREVIOUS EDUCATION

#### UNIVERSITI TEKNOLOGI MARA (UITM)

Bachelor's Degree | 2009 - 2012

Graduated with honors in English for Professional Communication and minor in Business Management

#### UNIVERSITI TEKNOLOGI MARA (UITM)

Foundation | 2008 - 2009

Pre-Law Studies (Fast Track)



### AWARDS

#### SOCIAL MEDIA EXCELLENCE BEST THEME PARK

Malaysia Social Media Week 2018

#### ORDER OF EXCELLENCE AWARD BEST SOCIAL MEDIA CAMPAIGN

PMAA Dragons of Malaysia 2015

#### SILVER AWARD BEST SOCIAL MEDIA OR WORD OF MOUTH CMAPAIGN

PMAA Dragons of Malaysia 2014