



KENDRA JOSEPH

NEW MEDIA COMMUNICATIONS STUDENT

Phone

[+6013-8056651](tel:+6013-8056651)

Email

kendra17joseph@gmail.com

Website

kendrajoseph.online

About Me

Highly motivated and creative New Media Communications student with a passion for crafting engaging content and developing effective marketing strategies. Skilled in writing, crafting compelling narratives for various media formats. Adept at public speaking, confidently delivering presentations and engaging audiences. Possesses a strong eye for design, creating visually appealing graphics and layouts to complement written content. Eager to leverage my skills and enthusiasm to contribute to a dynamic marketing team.

Skills

- Web Design
- Branding
- Graphic Design
- Photography & Video
- Marketing
- Copywriting & Story writing

Award

2018 | Debate Championship
Best Speaker Award

2020 | SMJK Ken Hwa
PT3 : 7A
SPM: 8A 2B

Languages

English Malay Mandarin

Experience

Vice President

2024

MESKOM Club (UiTM, Alor Gajah)

- Oversaw three groups: podcast team, graphic design team, and editorial team.
- Writer for editorial team. (Swadaya)
- Created content for MESKOM social media account.

Marketing Team

2023-2024

Sweet Sofea Cakes & Rumah Salmah

- Developed and executed comprehensive marketing strategies, increasing brand awareness, lead generation, and customer engagement.
- Managed and maintained online presence, including websites and social media profiles.
- Provided marketing plans and reports.

Technical Team

2024

Lensa24 (UiTM, Alor Gajah)

- Coordinated venue for players during the tournament for three different games (PUBG, VALORANT, Mobile Legends)
- Liaison, providing players with announcements, game rules, and event information.
- Coordinated live streams for the tournament on TikTok platform.

Education

Diploma in New Media Communications and Digital Contentpreneurships

2022- Present

UiTM Alor Gajah

- Dean's List from Semester 1 to Semester 3.
- Public presenter for 'Art is Dead' event.
- Writer for editorial team in MESKOM club

Sekolah Menengah Ken Hwa

2016-2021

Keningau, Sabah

- Vice Class Leader for Form 4 and Form 5.
- President of the Photography Club.
- Two-time champion with the Debating Team at district levels.
- Contributed stories and poems in the school magazine.

References

WAN AZFAROZZA WAN ATHMAR

Industrial Training Coordinator
Universiti Teknologi Mara
Tel: 06-383 8175 /013-3807870