

HIEW ZI YI

Digital Marketing Specialist · Video Editor

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PROFILE

Digital Marketing diploma graduate with hands-on experience in Meta Ads, content creation, video production and event coordination. Experienced in end-to-end ad content, with a campaign CPL of **RM7.22**.

EDUCATION

SUMA College

Diploma in
Digital Marketing

Oct 2024 - Oct 2026
CGPA: A

TECHNICAL SKILLS

Meta Ads Manager · CapCut · Canva · FB & IG Management · Video Shooting & Editing · AI Video Editing · Landing Page Design · Google Workspace · AI Tools: Manus, Gemini, Claude & ChatGPT Codex

LANGUAGES

Chinese ★★★★★
English ★★☆☆☆
Malay ★★★◐☆

Also speaks Cantonese

AVAILABILITY

Based in Damansara
Driving licence & own car
Available for shoots

WORK EXPERIENCE

DIGITAL MARKETING INTERN — CTG Group Academy

20 Apr 2026 - 20 Aug 2026 · 4 months

- Filmed and edited video content, including AI-assisted editing.
- Worked on Meta advertising and landing page design.
- Created content for social media channels.

PROJECT COORDINATOR — Harin Wellness

Nov 2025 - Apr 2026

- Managed Meta Ads with a RM2,000/month budget, achieving a **CPL of RM7.22 (410 leads)**.
- Produced end-to-end ad content: scriptwriting, shooting, editing, copywriting and placement.
- Designed AI marketing posters and managed FB & IG content.

PROJECT LEADER — SUMA College

Events & Activities

- Led events with 100+ attendees, managing team logistics and marketing.
- Organized a cross-state corporate visit from Kuala Lumpur to Penang.
- Developed event marketing materials, including copywriting, poster design and promotional content.

SOFT SKILLS

- Resilience & Problem Solving
- Strategic Planning
- Interpersonal Skills
- Presentation & Public Speaking
- Team Leadership