

Nur Atiqah Rosle

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[HTTPS://THISISATIQA.COM/ATTY-PORTFOLIO/](https://thisisatiqah.com/atty-portfolio/)

EXPERIENCE

Copywriter

Zeno Group Singapore / Dec 2020 - 2023

- Wrote educational and witty copies on Instagram, LinkedIn, and Facebook (organic & paid) for clients in Consumer, Health, F&B, and Sustainability industries.
- Researched and crafted EDM content that consistently achieves high open rates and drives significant engagement.
- Collaborated with the creative and client-servicing team to ideate creative executions for pitches and retainer content that have impressed clients.

Web Content Writer (Freelance)

Discovery Inc., Singapore / 2020 - 2022

- Conducted extensive research and wrote compelling web articles for the Asian Food Network that effectively incorporated SEO keywords provided by the performance team.

Digital Marketing and Communications (Contract)

raiSE Singapore / June - Dec 2020

- Brainstormed and developed the digital marketing strategy for FestivalForGood 2020.
- Led a Google Analytics workshop for FestivalForGood 2020 participants, empowering them with essential digital marketing skills to optimise their online presence.

Social Media Manager

LIME Agency / 2018 - 2020

- Developed and executed social media strategies that drove awareness, engagement and growth for clients.
- Closely monitored Facebook and Instagram content engagement, resulting in a deeper understanding of audience behaviour and preferences.
- Created compelling and informative content for a range of platforms, including social media, EDMs, blogs, and annual reports, that effectively communicated brand messages and values.
- Won Independent Agency Of The Year 2019

Screenwriter

ActiveTV / 2015 - 2016

- Crafted engaging and informative scripts for 8 episodes of The Food Detectives that educated viewers on their favourite foods' health benefits and risks.

EDUCATION

Bachelor of Arts (Creative Producing)

Chapman University / 2012 - 2014

The Walt Disney Company Storytelling Bootcamp

Participant / 2019

SKILLS

- **Writing:** Language & tone customisation | SEO awareness | Web and social media content creation
- **Programmes:** Adobe Photoshop | Canva | Mac OS | Windows | Microsoft Office Suite
- **Research & Strategy:** Collaborative | Time management | Cultural competence

REFERENCES

Available on request