



NIK MUAZ HAKIM NIK MARZUKI
New Media & Web Development
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SUMMARY

Accomplished new media and web developer with 7 years of success driving data-powered solutions for clients like UNISZA, Bank Negara and Cover Corp. I fuse front-end development, social media marketing, and strategic planning to captivate audiences and streamline operations. Backed by a Bachelor's in New Media Communication (CGPA 3.61) and Adobe certification, I'm eager to apply my expertise to propel forward-thinking organizations to new heights.

EXPERIENCE

Executive Information Technology Architect

Pusat Pengajian Satelit Universiti (PPSU)

2023 - 2024 · 1-year

- **Strategic Systems Development:** Led the creation of online platforms and digital assets for PPSU, including website optimization, email systems, and secure IT frameworks.
 - **Operational Innovation:**
 - Reduced IT overhead by 90% by identifying and cutting unnecessary expenditures in Google Workspace services.
 - Boosted Facebook and website traffic by 10,000% through data-driven advertising and engaging social media campaigns.
 - Closed a major security vulnerability and safeguarded sensitive data post-staff departure.
 - **Team Enablement & Technology Upgrades:**
 - Increased productivity by 80% via AI integration, Microsoft 365 adoption, and streamlined communication channels.
 - Directed the creative and social media team in scheduling ads, running campaigns, and launching new event offerings.
 - **Stakeholder Collaboration:** Engaged with university and industry partners to maintain IT equipment, manage vendors, and represent PPSU at exhibitions—strengthening institutional and external relationships.
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New Media Manager

CoolnKultured Global

2017- 2023 · 6 years

- **Content & Brand Strategy:**
 - Generated 100+ million lifetime views on social platforms by cultivating creative, culturally relevant content.
 - Elevated brand prominence within the Anime, Games & Comic (AGC) subculture, attracting 603 returning customers for merchandise and digital products.
 - **Talent Development:**
 - Helped 20% company talents reach over 100K YouTube subscribers, complemented by NFTs and branded merchandising.
 - Launched new market segments and identified rising talent, broadening CoolnKultured offerings.
 - **Operational Excellence:**
 - Improved SOPs for art commissioning, reducing miscommunication with clients by 90%.
 - Implemented WFA policies, Adobe Creative Cloud, Discord, Google Workspace, and Cubism Live2D—boosting staff productivity and driving innovation in virtual idol creation.
 - Produced an Animated Music Video featuring an emerging Malaysian virtual talent, amplifying brand visibility.
 - **Community Building:**
 - Nurtured a thriving Discord server; orchestrated both online and offline events to celebrate milestones.
 - Onboarded interns for experiential learning, broadening the company's creative capacity.
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Front End Web Developer

LIGHT UP 7

2020 - 2022 · 2 years

- **Website Lifecycle Management:** Executed backups, updates, and maintenance protocols to ensure seamless performance and data integrity.
 - **Team Collaboration:** Aligned with cross-functional groups to gather technical requirements, direct content production, and implement high-impact solutions.
 - **Quality Assurance:** Maintained compliance with industry standards and continuously updated skills via workshops and professional networking
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New Media Developer

Bit Die Enterprise

2017 - 2020 · 3 years

- **Academic Integration:** Provided domain and server services to MC111 students, empowering them to succeed in web development coursework.
 - **Client Growth:** Expanded the client portfolio to 200+ within three years, delivering bespoke web solutions and supporting diverse digital needs.
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EDUCATION

Bachelor's Degree, New Media Communication

Universiti Teknologi MARA (UiTM)

2018 - 2023

- Completed with 1st class CGPA 3.61 and 5 Dean Awards for each Semester
- President of Economics at Intellectual Student's Association (managed sales and events such as Save Our Ummah in 2019)
- Received a Gold Medal for Melaka International Intellectual Exposition in 2019

SPM

MARA Junior Science College (MRSM)

2013 - 2016

- Received a Silver Medal for The Duke of Edinburgh's International Award (2015)
 - Received a Silver Medal for IEEE-RAS International Robot Pride Competition (2015)
 - Received Tokoh Permata Budiman Award (2014)
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LICENSE & CERTIFICATION

Adobe Certified Professional in Graphic Design & Illustration Using Adobe Illustrator – Adobe

SKILLS

- Customer Service
 - New Media Development
 - Social Media Marketing
 - Vendor Management
 - Web Development
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LANGUAGES

- **Malay** · Native
 - **English** · Professional, Fluent
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REFERENCES

1. Mr. Mahmud Hamdi Mahmud Saedon, CFO, PPSU · +60 17-269 1745
2. Prof. Dr. Shahrul Mizan bin Ismail, Chairman, PPSU · +60 17-367 8484
3. Prof. Dr Manivanan Saman, CEO, PPSU · +60 13-691 1173
4. Mr. Shafiee Asri, CEO, Glimes Group · +60 13-904 1953
5. Miss Farah Adiba, CEO, CoolnKultured · +60 18-241 2592
6. Mr. Salehuddin Arjunaidy, Full Stack Engineer, Light Up 7 · +60 19-242 4588
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