

# Sharafah Malihah

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## EXPERIENCE

### Freelance Host / Emcee, Voice Artist

JANUARY 2023 - PRESENT

- Able to host a variety of events, ranging from weddings, music festivals and corporate forums.
- Provide a service to voice record scripts for video projects.
- Notable events I've hosted at:
  - Baybeats 2024 (October 2024)
  - Republic Polytechnic's IGNITE Music Festival (July 2024)
  - AKAR x TBR: Field Trip (June 2024)
  - AKAR: RE:SURGENGE VOL 1 (December 2023)
  - Baybeats 2023 (October 2023)

### Desk Notes — Producer (Admin)

JAN 2025 - PRESENT

- Managed documentations for licensing, reports, and budgets.
- Tracked follow-ups and maintained organised documentation to support project coordination
- Sourced for props and resources for videos and events

### Lovisa — Stylist (Part-time)

JAN 2025 - PRESENT

- Serviced customers on jewellery needs
- Manage instocks and jewellery displays
- Maintain store cleanliness and presentations
- Provide piercing services for customers

### Steady State Records — Events and Music Festival Intern

MAY 2025 - AUGUST 2025

- Assisting with the development and tracking of project timelines and budgets.
- Coordinating with vendors, suppliers, and internal teams.
- Supporting logistical planning, including venue setup, permits, and staffing.
- Contributing to marketing and communication efforts.
- Providing on-site support during events and festivals.
- Assisting with post-event evaluation and reporting.
- Performing administrative tasks as needed.
- Managing social media account.

## AWARDS

- Granted full MENDAKI sponsorship for Year 2 and 3 in Lasalle
- Granted Future Leader Scholarship for Year 1 in Lasalle
- Awarded TP-ACCA Skills Mastery Award upon Graduation 2022
- Achieved Temasek Student Excellence Awards: CCA Dedication Award 2021 (Individual) and Service Excellence Award 2021 and 2022 (Group)
- 'Outstanding PR Student Award 2021' by IPRS for demonstrating leadership qualities, service to community and school, excellence in non-academic activities and an active interest in current developments pertaining to PR and communications.
- Won 1st in Temasek Polytechnic's Impromptu Speaking Competition 2020

## TECHNICAL SKILLS

- Adobe Suite: Premiere Pro, Rush, Photoshop, Lightroom, Audition
- Microsoft Office: Word, Excel, Powerpoint
- Google Suite: Docs,

Sheets, Slides, Forms

- Copywriting
- Canva Teams

## **ART SG — Partnerships and Business Relations Intern**

NOVEMBER 2024 - DECEMBER 2024

- Work with senior team members to engage with companies to research, identify and engage with contacts across a variety of industry and sectors
- Work closely to develop relevant pitches to engage with a wide list of potential partners
- Build and manage a pipeline of visitor networks
- Ongoing maintenance and update of a database of contacts and visitors
- Monitor, review and report of activities weekly
- On-site support during ART SG

### **INTERPERSONAL SKILLS**

- Project Management
- Resourcefulness
- Leadership
- Conflict Management

## **Porsche Asia Pacific Pte Ltd — Lifestyle Ambassador**

JANUARY 2024 - JULY 2024

- Assist in the physical retail store operations, including the opening and closing of the Porsche Lifestyle area.
- Manage POS transactions, online collection orders, incoming and outgoing stock management, and transfers.
- Maintain a clean and tidy shopping environment at the Porsche Lifestyle area, including the fitting room and storage area.
- Assist in the set-up and visual merchandising for Porsche Lifestyle.
- Excite customers through Porsche Lifestyle brand stories and merchandise, and assist customers whenever necessary.
- Gather customer feedback and insights to enhance the overall customer experience.

## **Nike (Jewel and Bugis outlets) — Retail Associate (Part-time)**

MARCH 2023 - NOVEMBER 2023

- Consistent in achieving store goals
- Maintain an outgoing and professional personality with customers
- Provided good service during and after customer purchase

## **Mediacorp Pte Ltd — Production Assistant and Assistant Director**

OCTOBER 2022 - MARCH 2023

- Aided Assistant Producer to prepare props and other materials needed for dramas/live show productions.
- Executed ad-hoc responsibilities.
- Involved in managing financial accounts, e.g., meal costs, print expenses.
- Handled artist management from ages 8 to 67.
- Entrusted Assistant Director role when Director was not on set.

## **Ogilvy — Assistant, PR and Influence (Intern)**

JUNE 2022 - SEPTEMBER 2022

- Assisted with daily media monitoring and reporting, and maintenance of media database
- Curated press releases/media invites.
- Assist in organising events, press conferences & product launches.

- Liaison with 3rd party suppliers which include hotels/restaurants, courier services, premium suppliers, etc.

### **Ichikokudo Ramen — Service Crew**

APRIL 2022 - JUNE 2022

- Handled customers and orders.
- Cashier duties after lunch hour rush.
- Managed the cleanliness of kitchen and dining areas.

### **Rock Entertainment Holdings — Broadcast Video Editor (Intern)**

MARCH 2021 - AUGUST 2021

- Executed a campaign launch of a new show on 1 channel, including 3 promos, 2 social media assets and 2 show highlights leading up to launch week.
- Produced promos and media assets for the Marketing team for 6 channels.
- Liaised with external partners involved in producing, broadcasting and ingesting promos.
- Handled asset management after promo ingestion.

### **Kodecoon Academy Pte Ltd — Main and Assistant Instructor**

DECEMBER 2018 - JUNE 2021

As Main Instructor:

- Taught a class of 5 (5 to 7-year-old students) on coding concepts using 'Scratch'.
- Tracked student progress and sent in weekly reports to the Head Instructor and parents.

As Assistant Instructor:

- Guided students on queries during classes on lessons.
- In charge of student welfare and relationships with parents.

## **EDUCATION**

### **LASALLE, College of the Arts — Degree**

BA (HONS) Arts Management

AUGUST 2023 - APRIL 2026

Thesis: Regulating the Stage: Legal Frameworks and Stakeholder Partnerships in Malaysia's Music Festival Scene - A Case Study of Good Vibes Festival 2023

### **Temasek Polytechnic — Diploma**

Communications and Media Management

APRIL 2019 - MARCH 2022

- Video Production: <https://www.youtube.com/watch?v=W3vVmavh430>
- Digital Content Management: <https://youtu.be/i2uPo0y3iJM>
- Digital Journalism: Worked with Yahoo Singapore to create a website on Food Waste – Video: <https://crystalloom767.wixsite.com/what-the-food/documentary>

- Final Year Project: Worked with Singapore Athletic Association to create digital content to increase connectivity and communication between brand and followers.

## CO-CURRICULAR ACTIVITIES

### **TP Emcees, Temasek Polytechnic — Head of Training**

APRIL 2020 - MARCH 2022

- Supervised training 60 members over 2 years in hosting formal and informal events.
- Corresponded with varied staffs and other committees throughout 2 academic years.
- Designed 2 training programs which are now part of yearly lesson plans.
- Hosted key school events such as Open House 2020 and Dreams (2022 and 2021).

### **TP-Institute of Public Relations of Singapore (IPRS) Student Chapter, Temasek Polytechnic — President**

APRIL 2020 - MARCH 2021

- Telum Media Feature:  
<https://www.telummedia.com/public/news/telum-talks-to-iprs-prismawards-2021-awardee-sharafah-malihah-outstanding-pr-student/x81z9mj3vy>
- Raised \$300 for Migrant Workers Centre through a fundraiser 'Art from the Heart' by selling art portraits done by local artists.
- Was previously 'Head of External Affairs' from JUNE 2019 - MARCH 2020

## ORGANISATIONAL AFFILIATIONS

### **Advisory SG — Schools Portfolio Manager**

SEPTEMBER 2020 - PRESENT

- Coordinate partnerships with school partners (e.g. YIJC, RGS, etc.)
- Arranging and facilitating Advisory's Discovery@Series and Guidance Series sessions

### **National Library Board — NLB Ambassador**

SEPTEMBER 2020 - DECEMBER 2025

- Train members in hosting, front-of-house and other related roles
- Responsible for representing NLB during public events
- Previously 'Teen Reading Ambassador' from JAN 2015 – DEC 2021
- Previously 'Junior Reading Ambassador' from JAN 2011 - DEC 2014

### **Friends of the Museum — Student Member**

JANUARY 2023 - JANUARY 2024

