

NUR RABIATUL ADAWIYAH BINTI MOHAMMAD BAHARIN

Creative Marketing Graduate

Profile

Creative marketing graduate specialising in fashion and visual storytelling, with experience in social media content creation and brand campaigns. Passionate about crafting engaging digital content that connects with modern audiences.

Work Experience

Jan
2026
-
Present

Wanderlust+Co

Jewelry Stylist

- Performed ear piercing services following hygiene and safety SOPs, including aftercare guidance
- Achieved sales targets through upselling and product recommendations
- Handled transactions, customer enquiries, and exchange/repair requests professionally
- Maintained visual merchandising standards and assisted with stock management

May
2025
-
Present

Cloud Booth

Photobooth Assistant

- Assisted in the setup and dismantling of photobooths for various events, ensuring smooth operations.
- Operated the photobooth to capture memorable moments for guests, enhancing their experience.

Aug
2025
-
Oct
2025

byCaxs

Creative Intern

- Managed and created content for byCaxs Instagram and TikTok, including moderating live sessions.
- Designed point-of-purchase displays, web banners, and newsletters to support marketing campaigns.
- Assisted in planning, filming, and producing social media and campaign content.
- Supported campaign shoots and contributed to ad hoc tasks such as order packing and operational support.


Oct
2022
-
Dec
2022

Precious Thoughts


Visual Merchandising Intern


- Supported daily retail operations, maintaining a clean and organized store environment.
- Designed marketing posters and edited promotional videos, enhancing brand visibility.
- Created engaging window displays and in-store layouts, resulting in improved customer engagement and increased sales.



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Education

Diploma in Creative Direction for Fashion
LASALLE College of the Arts
2023 - 2026

Higher Nitec in Visual Merchandising
ITE College Central
2021 - 2023

Skills

Styling

Visual Merchandising

Social Media Management

Proficient in Adobe Creative Suite
(Illustrator, Photoshop, Premiere Pro,
After Effects)

Language

English

Malay