

# AISHAH (EYE-SHAH) MUSTAPHA

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Portfolio: <https://www.storytellingwriter.com/>

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## CAREER

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- **Freelance Content Marketer**

Storytelling Writer

July 2016 – Present

- Worked with several clients from different industries including recruitment, mortgage brokering, and software startup, creating regular content and running marketing campaigns.

- **Content & Community Manager (Part-Time)**

SavvySME Australia

March 2017 – May 2020

- Ran digital marketing campaigns using email, ads, and online content.
- Wrote copy for the “Service” pages and case studies, maximising internal links and on-page SEO. Traffic on certain pages increased by **10% - 15%** after search engine optimisations.
- Researched keywords using SEMRush to support the SEO strategy.
- Contributed to the overall content strategy to increase website visitors and engagement.
- Created and ran email marketing campaigns and weekly newsletters using Mail Chimp.
- Edited contributor articles and wrote for the SavvySME Blog.

- **Content and Social Media Editor**

MYOB Australia

Nov 2012 – Dec 2015

- Editor for MYOB’s Blog, [The Pulse](#), which was named “**The top 20 business blogs in 2014**” by Smart Company. The blog contributed **\$77,000** to overall sales in 2014.
- Worked closely with product & PR teams on several digital marketing campaigns to launch new products and features.
- Helped develop the content and social strategy, created and managed content and social calendars, liaised with writers, edited, and proofread content.
- Co-developed and created content for MYOB’s Tax Hub, an educational microsite for SMEs.
- Co-developed and executed content strategy and marketing campaigns for Facebook, Twitter, LinkedIn, Google+ and Instagram.
- Managed MYOB’s social media accounts daily.
- Managed relationships with content agency and freelance writers.
- Worked hand in hand with the Public Relations team on campaigns and media coverage.
- Tracked KPIs and produced regular reports for stakeholders.

- **Senior Broadcast Journalist (Radio – General News and Current Affairs)**

Astro AMP Radio Networks (Malaysia’s biggest radio broadcaster with 10 channels)

Aug 2011 – Mar 2012

- News reader for 2 English radio channels during rush hour between 4 pm and 6pm.
- Produced hourly news for 3 English radio channels in Malaysia.
- Produced sound bites from interviews and events.

- **Journalist (Newspaper – Finance and Technology)**

The Edge Malaysia (Malaysia's leading financial newspaper)

Jan 2008 – Apr 2011

- Acted as editor for the technology desk when editor is sick or engaged. Duties include pagination, layout management, picture selection and overall proof reading.
- Covered Malaysia's tech industry, corporate sector, and capital markets.
- Wrote daily and weekly articles, including generating story ideas, pitching interviews, covering events, getting scoops, writing, and editing.
- Co-host of an online chat show for The Edge's technology desk.
- Contributed to the web layout, look, and feel for The Edge's website

- **Local Search Engine Specialist for Malaysia**

Google Inc, USA

2008 (Part Time)

- Worked independently under a supervisor based in California for Google Inc, USA.
- Checked local Google search queries and wrote recommendations on how to improve the result based on local context and knowledge.

- **Software Engineer**

Altera Corporation, Penang, Malaysia

2007

- Worked on Quartus, Altera's flagship product in chip programming.

- **Compatibility Validation Engineer**

Intel Microelectronics, Penang, Malaysia

2006

- Team Leader for Digital Entertainment Compatibility Testing Lab at Intel Penang.

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## EDUCATION

- Bachelor of Computer Engineering, University of New South Wales, Australia (2005)
- Year 12 Malaysian High School

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## AWARD

- **Bio-journalist 2011 Malaysia**

- Awarded by the Malaysian Biotechnology Corporation for outstanding work covering the biotech industry in 2011.
- Covered BIO expo twice, the largest annual biotechnology conference in the world, held in the USA.

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## TOOLS

**Content marketing:** Mail Chimp, Klaviyo, Agile CRM, WordPress, Drupal, Buffer, Hootsuite, Google Ads, Meta Ads, Canva, Adobe Indesign (Basic)

**Project management:** Trello, Asana, Monday.com, Microsoft Office Suite

**SEO:** SEMRush, Google Analytics, Google Search Console

**Technical Documentation:** Confluence

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## VOLUNTEER

**2019 – 2020:** English tutor to a refugee under the Adult Migrant English Program (AMEP)