

# AISHAH (EYE-SHAH) MUSTAPHA

Melbourne, VIC, AUSTRALIA

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

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## CAREER

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- **Freelance Content Marketer | 2020 – Present**
  - Regular writer and researcher for Webselenese across several websites such as [Market.com](#), [WizCase](#), and [DeliveryRank](#)
  - Develop content for technology, finance, and digital marketing clients
  - Support content marketing campaigns with SEO-focused articles and website copy
- **Content and Community Manager | Part-time | 2017 – 2020**  
**SavvySME Australia (Now SavvyKAI)**
  - Managed digital marketing campaigns across email, paid advertising, and content marketing
  - Wrote SEO-optimised service pages and case studies, **increasing traffic to key pages by 10% - 15%**
  - Conducted keyword research using SEMrush and contributed to content strategy
  - Produced and managed weekly Mailchimp newsletters
  - Edited contributor content and wrote articles for the company blog
- **Content and Social Media Editor | 2012 – 2015**  
**MYOB Australia**
  - Managed MYOB's Blog, named **"The top 20 business blogs in 2014"** by Smart Company, generating over **\$75,000 in sales** in the same year
  - Collaborated with product and PR teams on marketing campaigns
  - Co-developed the content strategy, while managing content calendars, Facebook, LinkedIn, Twitter, and Instagram accounts
  - Tracked marketing KPIs and produced regular reports for stakeholders
- **Senior Broadcast Journalist | 2011 – 2012**  
Astro AMP Radio Networks, Malaysia
  - Radio news reader for two English channels during rush hour (4 pm - 6 pm)
  - Produced hourly news, including sound bites, for three English channels
- **Senior Journalist | 2008 - 2011**  
The Edge Malaysia
  - Stand-in Technology Editor, overseeing proofreading, pagination, and picture selection
  - Reported on the technology, finance, and capital markets
  - Produced daily news, interviews, and exclusive reports
  - Co-host of an online technology show
- **Software Engineer | 2007**

Altera Malaysia

- Worked on Quartus, Altera's flagship software for chip programming
- **Google Local Search Specialist for Malaysia | Part-time | 2007 – 2008**  
Google Inc., USA
- **Software Testing Engineer | 2006**  
Intel Malaysia
  - Team leader for the Hardware Compatibility Test Lab

## EDUCATION

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### **Bachelor of Computer Engineering**

University of New South Wales (UNSW), Australia

## AWARD

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**Bio Journalist 2011:** Awarded by the Malaysian Biotechnology Corporation for excellence in biotech reporting

## SKILLS AND TOOLS

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**Content Marketing:** Mailchimp, Klaviyo, Agile CRM, WordPress, Drupal, Buffer, Hootsuite, Canva

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

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

**Technical Documentation:** Confluence

**Code Management:** GitHub

## VOLUNTEER

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Adult Migrant English Program (AMEP) – Volunteer English Tutor (2019–2020)