



Aysha Ridzuan

Kuala Lumpur, MALAYSIA

aysha.ridzuan@gmail.com

<https://www.ayshardzn.com/>

EXPERIENCE

1 Play Sports, Singapore - *Social Media Manager*

JULY 2020 - PRESENT

Managed and created content for 1 Play Sports' social media accounts as well as assisted the production in maximising live stream content.

Dugout Limited, Singapore - *Content Performance Manager, Social & Embed*

JUNE 2018 - MARCH 2020

Managed and monitored social media accounts across the South East Asian region from the regional base in Singapore.

Curated bespoke content for publishing clients. My role included creating social media and branded video content as well as writing news content. I worked with teams from Singapore, Indonesia, Vietnam and Thailand.

FourFourTwo, Singapore - *Social Media Manager*

MAY 2016 - APRIL 2018

Managed the social media accounts for FourFourTwo Malaysia and Singapore. Supervised social media content for FourFourTwo Thailand and Indonesia. The role included planning social media content and supporting the commercial teams through performance reporting and specialist insights.

Sunset+Vine, Singapore - *Interactive and Digital Media Producer*

MARCH 2016 - MAY 2016

Produce website and social media content such as match previews and reports for their main client - the Football Association of Singapore and the Singapore League.

Malaysia Football League, Malaysia - *Media Executive*

JUNE 2015 - FEB 2016

Managed all MFLs' digital assets from the content of the website to its' social media accounts. As a part of the football league management I was also tasked with streamlining the social media practices of 24 1st & 2nd Division football clubs.

Football Association of Malaysia, Malaysia - *Marketing Executive*

MARCH 2015 - JUNE 2015

My task at the association was to seek and activate commercial sponsorship and partnerships for FAM, liaise with other departments on their marketing needs, assist department head in all marketing related functions and activities among other marketing related responsibilities.

Astro SuperSport, Malaysia - *Assistant Producer*

JAN 2014 - MARCH 2015

My role included scriptwriting, producing and editing Astro SuperSport's premier sports shows as well as managing the channels' social media platforms..

Shows produced: MyEG Xtra Time (news show) and Stadium Unplugged (interview show with sports stars).

ESPN Star Sports, Singapore- *Assistant Web Editor*

AUG 2011 - DEC 2013

Wrote and curated original sports content and translated content for the Malay-language website, espnstar.my

FREELANCE WORK

- Football Columnist for FourFourTwo (print and digital, The Malaysian Insider, Goal.com, FourthOfficial.com)
- Translator for Arsenal FC's digital content via Quill Platform

SKILLS

- Journalism
- Social Media
- Copywriting
- Broadcasting
- Content Management

LANGUAGES

- Malay (native)
- English (proficient)