

Nur Ashikin Binte Muhamad Ali

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Profile & Education

Ashikin is an experienced project executive with an eye for visual design. She is resilient, proficient in technology and has quality communication skills. Her interest is in areas such as cultural diplomacy, heritage and conservation, creative collaboration, gaming and digital culture, public policy and international relations.

Presently, she is intrigued by projects centred around identity, place and community.

BA (Hons)

Arts Management

September 2020 – May 2023
Goldsmiths-LASALLE College of the Arts
– Year 1 Class Representative in 2020

Diploma in

Mass Communication

April 2014 – April 2017
Ngee Ann Polytechnic (NP)
– Specialisation in Digital Media

Work Experience

SHS VENTURES LTD.

July 2023 – March 2024 (9 months)

Project Manager – Full-time Staff

- Served as a point of contact for project communication, providing updates to stakeholders on the progress, milestones, and the necessary coordination for the project to progress.
- Collaborated with internal and external stakeholders to gather insights, leverage expertise, and develop resources essential for project development and implementation.

CONSULTANT

January 2023 – December 2023 (12 months)

Social Media Copywriter & Designer for ASEF Culture – Freelance

- Worked in close coordination with ASEF Culture for the monthly content calendar and events.
- Actively managed the social media channels of the culture360.ASEF.org portal.
- Designed visual content that ensures brand messaging resonates with the appropriate audiences.

ASIA-EUROPE FOUNDATION (ASEF)

May 2022 – December 2022 (8 months)

Culture Department – Intern

- Supported the execution of programmes such as media partnerships, artist e-residency and open calls.
- Strategised and implement a communication plan for its various projects, including website updates.
- Enhanced understanding of social media practices and refine approach to digital content creation.

NATIONAL GALLERY SINGAPORE

December 2021 – Mar 2022 (4 months)

Visitor Experience Ambassador – Part-time Staff

- Provided information and wayfinding guidance to visitors through engagement of the artworks.
- Maintained knowledge of promotions and policies regarding payment and security practices.
- Managed feedback and perform service recovery in accordance to stipulated guidelines.

OH! OPEN HOUSE

July 2021 – March 2022 (9 months)

OH! Stories: New World's End – Front-of-House (FOH), Part-time Staff

- Welcomed guests by instructing on the self-guided process and teaching the mechanics of the experience.
- Carried out basic daily maintenance duties and manage distribution of handheld audio equipment.
- Assisted with any guests' enquiries on the ground and communicating it to the OH team.

LASALLE ROCK & INDIE FESTIVAL (RIF) 2021
Event IC & Coordinator – Arts Management Representative

May 2021 – October 2021 (6 months)

- Recruited committee members and organised meetings to facilitate negotiations between stakeholders.
- Ideated and executed the 2021 event programme proposal according to budget and safety regulations.
- Created a new RIF brand identity guide and communication workflow for all documents and channels.

ECONOMIC DEVELOPMENT BOARD

January 2020 – July 2020 (6 months)

Singapore Global Network (SGN) Marketing Division – Project Assistant, Contract Staff

- Designed and published weekly video and graphic content for SGN social media and email channels.
- Developed documents to assist people returning to Singapore amidst 2020 pandemic restrictions.
- Uploaded daily articles and content to the website and improve pages based on the site's infrastructure.

NATIONAL LIBRARY SINGAPORE (NLB)

May 2019 – October 2019 (6 months)

NLB Marketing Division – Graphic Design Intern

- Provided the visual adaptations and updated weekly programme content for all NLB channels.
- Researched and developed new user methods to access information from a flyer display.
- Created new visual designs for online and print of upcoming promotional banners and exhibitions.

SILVERSKY PTE. LTD.

July 2017 – Jul 2018 (12 months)

Marketing Executive – Full-time Staff

- Executed the creation of visual materials by through photography and print collaterals.
- Informed clients on the latest product promotions, providing the appropriate marketing materials.
- Planned the setup of point-of-sale displays and promoted products at events and roadshows.

ENDORPHINE CONCEPT DIGITAL SOLUTIONS

March 2016 – August 2016 (6 months)

Project Manager (Design) in Phnom Penh, Cambodia – Overseas Internship

- Planned weekly social media content for clients and develop website layouts based on the creative brief.
- Liaised with translators to ensure the local language has been properly implemented for campaigns.
- Designed interactive PDFs of event reports and media coverages.

Activities & Achievements

Leadership

- NHB Youth Heritage Panel 2022-2024
– Committee Lead of the Youth Heritage Blueprint for the National Heritage Board
- LASALLE Rock & Indie Festival (RIF) 2021
– Festival IC and Coordinator
- LASALLE BA(Hons) Arts Management
– Class Representative in 2020
- Fencing (NP Foil Team) Vice-Captain 2016
- Temasek Foundation SCALE* Program 2015

*Specialists Community Action and Leadership Exchange

Certifications

- Fundamentals of Fundraising Masterclass Series 2023
– Teater Ekamatra
- Basic Facilitation Workshop 2023
– Youth Corps Singapore

- Gold Certificate of Achievement in Co-curricular Activities
– Ngee Ann Polytechnic, 2017
- Young Talent Program
– Market Immersion, Former International Enterprise (IE) Singapore, 2016

Volunteerism

- ARTSG 2023
– Through Art Outreach Singapore
- guddies music festival 2022
– Supported by National Youth Council and Somerset Belt SG
- Singapore Art Week (SAW) 2021
– National Arts Council
- M1 Fringe Fest 2021
– The Necessary Stage
- LASALLE RIF 2020 Photographer
– LASALLE College of the Arts