



HARSHINI JANASINGGAM

BBA Student | Marketing & PR Manager

Passionate BBA student specializing in marketing and public relations. Currently serving as a student in both University of Malaya Wales and University of Wales Trinity Saint David, also serving as the Marketing & PR Manager at Indian Culturally Society University of Malaya Wales, where I handle event promotions, branding, and social media strategies. Enthusiastic about creative marketing, content creation, and building strong brand identities.

CONTACT

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Address

Seren Accomodation, SA1 5BD, Swansea,
United Kingdom

EDUCATION

2021-2023

Malaysian Higher School Certificate
Smk Taman Kluang Barat, 86000 Kluang,
Johor, Malaysia

2023 - Present

Bachelor of Business Administration
in Human Resources Management
University of Malaya Wales & University of
Wales Trinity Saint David

EXPERTISE

- Digital Marketing
- Canva & Graphic Design
- Communications & Networking
- Public Relations
- Branding & Content Creation
- Market Research & Analysis

LANGUAGE

English (Fluent)

Malay (Fluent)

Tamil (Fluent)

Chinese (Conversational)

Korean (Basic)

EXPERIENCE

○ 2025 - Present | ICSUM Wales

University of Malaya Wales, 50480, Kuala Lumpur, Malaysia

Marketing & PR Manager

In my role as the Marketing & PR Manager, I lead strategic marketing efforts to enhance student engagement and brand visibility. I oversee social media content creation, ensuring consistent branding and high-quality visuals that resonate with the student community. I develop and implement promotional campaigns for university events, cultural programs, and networking sessions, increasing student participation and outreach. Collaborating with different committees, I enhance public relations by fostering strong relationships with students, faculty, and external partners. Additionally, I design marketing materials using Canva, creating visually appealing posters, banners, and digital advertisements that align with our branding strategies. My role requires creativity, adaptability, and strong communication skills to effectively market events and maintain an active student presence.

2021 - Present

Janasinggam Construction & Enterprise

CEO & Clerk

As the CEO of Janasinggam Construction & Enterprise, I am responsible for overseeing the company's operations, setting strategic goals, and driving business growth. I ensure the projects run efficiently by coordinating with client, supplier, and team members. My role involves financial management, budgeting, and decision-making to optimise profitability and long-term success. In addition, to my executive responsibilities, I also handle clerical duties, including administrative tasks, data entry, invoicing, and document management. I assist in record keeping, payroll processing, and office correspondence, ensuring smooth daily operations. By balancing both executive leadership and administrative functions, I contribute to the company's stability and efficiency, allowing for streamlined processes and successful project execution.

2021-2022

High School, School Celebrity Club

President | Host & Photographer

As the President of the School Celebrity Club at SMK Taman Kluang Barat, I led a team of students in organizing and hosting various school events, including talent shows, cultural performances, and photography exhibition. I played a crucial role in event planning, coordinating logistics, ensuring seamless execution of activities. My responsibilities included managing social media promotions, engaging with students to encourage participation, and collaborating with teachers and external guests to elevate the club's reputation. I also served as the club's official photographer, capturing memorable moments during school events. My dedication to content creation and visual storytelling earned me the Champion in Content Creation award at both the international and national levels, representing my school with pride. Additionally, I was recognized as the Best Photographer, acknowledging my skills in creative photography and event documentation. My leadership in the club strengthened my organizational, communication preparing me for future roles in public relations and media.

AWARDS

Champion in Content Creation (International & National Event)

- Represented SMK
Taman Kluang Barat

Best Photographer

- Recognized for outstanding
photography skills

References available upon request.