



Md Al-Hakim

Communications & Marketing
Branding & Identity professional



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Viscountbp.com

Singapore Citizen

Public Engagement and Communications professional with a passion for **storytelling, heritage, and community-driven outreach**. Skilled in conceptualising and executing **digital and on-ground engagement campaigns**, with a strong foundation in editorial writing, research, and programme development. Experienced in website management, SEO strategy, and social media planning to drive audience participation and visibility. **Actively involved in national initiatives and heritage projects**, contributing to meaningful public dialogue. **Bilingual** and eager to contribute to a mission-driven, collaborative team environment.

Education

BACHELOR OF ARTS (HONOURS) IN DESIGN PRACTICE

Nanyang Academy of Fine Arts-University of the Arts
London (NAFA-UAL) – 2023 to 2025

DIPLOMA IN GRAPHIC COMMUNICATION

Nanyang Academy of Fine Arts - 2017 to 2020

- Awarded NAFA Best Studentship Award (2020)

Core Skills

Communications | Website Management |
Social Media Management | Media Planning |
Project Management | Branding & Identity

Software: Adobe Illustrator | Adobe
Photoshop | Adobe InDesign | Adobe After
Effects | Microsoft Office | Canva

Languages: English | Malay

Accomplishments – National Initiatives

NHB YOUTH PANEL ♦ NATIONAL HERITAGE BOARD

2024 to 2026

NHB Youth Panel is an initiative that nurtures youth interest, participation, and volunteerism in local heritage. Our project focuses on understanding what keeps youths from engaging with heritage businesses and trades.

- Formulate questions & discussion points with the goal of getting participants to form focus groups
- Work with polytechnics & universities to outreach to youths age 18-25
- Engage and leverage social media platforms to outreach towards youths aged 25-35

WEB MASTER ♦ ASSOCIATION FOR PUBLIC AFFAIRS

2018 to 2025

- Managed and maintained the association's digital presence through website development and administration & applied basic website management systems to update and optimise site content.
- Implemented SEO strategies to improve visibility & search rankings. Monitored analytics to enhance user engagement.

KAMPONG GELAM CITIZEN ENGAGEMENT GROUP ♦ NATIONAL HERITAGE BOARD

2022

- Engaged in researching, mapping, and conducting in-depth interviews with Heritage business such as the owner of the iconic Bhai Sarbat drink stall, capturing his personal experiences, memories, and aspirations for the district.
- Co-Authoring a feature article on the Bhai Sarbat stall on Root.sg as part of the official engagement report, helping to preserve and share the living history of Kampong Gelam.

CITIZENS' WORKGROUP FOR NATIONAL SYMBOLS ♦ MCCY

2021

- Engaged in research and review of the Singapore Arms and Flag and National Anthem (SAFNA) Act and Rule, specialising in the State Coat of Arms, with recommendations of usage implemented in the National Symbols Act 2022.
- Assisted in drafting the final report of our findings and recommendations to the Ministry of Culture, Community and Youth.

Work Experience

ART DIRECTOR ♦ IN.CREATIVE

Apr -

Dec 2021

Supported clients across branding, digital/new media, and public relations initiatives from concept through launch, coordinating creative development, stakeholder alignment, and asset delivery:

- Ask Mr Chua (English enrichment service): Led brand conceptualisation and development of integrated collateral (digital + print), ensuring consistent messaging across emerging media touchpoints.
- Singapore Management University – Office of Student Life
- Planned, launched, and managed a cross-platform (YouTube & Instagram) for their social media campaign.
- Built content strategy, editorial calendar, and student-engagement workflows; Oversaw community management, reporting, and stakeholder communications to align with PR objectives.
- Established the office's Instagram presence and significantly deepening student engagement.

Writing Samples

Medium: [Medium.com/@TheviscountBP](https://medium.com/@TheviscountBP) **Roots.gov.sg:** [Roots.gov.sg/places/places-landing/Places/landmarks/Kampong-Gelam-Citizen-Engagement/Bhai-Sarbat](https://roots.gov.sg/places/places-landing/Places/landmarks/Kampong-Gelam-Citizen-Engagement/Bhai-Sarbat)