

Shamsul Amin

2025

*Crafts Portfolio*

# *Outline*

## Rate Card and Portfolio

01. **About Me**
02. **Editorial & Prepress**
03. **Branding & Marketing**
04. **Book Publicity & Author Services**
05. **Contact Details**



# About Me

## Introducing Shamsul Amin

### You can call me Sam!

I hold a Bachelor's degree in Malay Linguistics and a Master's degree in Malay Studies, both from the Academy of Malay Studies, University of Malaya, Kuala Lumpur. My career has spanned various roles across book publishing and branding/digital marketing in almost 10 years.

I served as Intellectual Property & Editorial Executive at Perbadanan Kota Buku (2016-2018) and as a Digital Content Writer at Media Prima Berhad (2018-2019).

In 2019, I joined Gerakbudaya as a Publishing Officer, later becoming Brand Lead at the content marketing agency Appear Asia PLT (2020-2021), and eventually took on the role of Publishing Manager at The Biblio Press (2021-2022). In 2023 to 2024, I served as Digital Marketing Manager at Ruzzgahara.

Currently, I am an independent writer, editor and full-stack marketer as well as a solopreneur managing my own creative agency, Studio Tanda Bacha.





My passion for writing started at age 13, and since then, my work has been featured in prominent media outlets such as *Dewan Sastera*, *Tunas Cipta*, *Dewan Siswa*, *BH Ahad*, *Utusan Malaysia*, *Dewan Budaya*, *Dewan Kosmik*, and *Utusan Melayu*, as well as in various anthologies. I sharpened my craft through the Minggu Penulis Remaja program by Dewan Bahasa dan Pustaka in 2010.

In 2013, I participated in the Malaysia Young Writers' Retreat in the United Kingdom, organized by the Institute of Translation & Books Malaysia (ITBM) and the National Writers Association of Malaysia (PENA).

My work has been recognized with awards, including as Malaysian recipient of ASEAN Young Writers Award in 2015, in conjunction with 35th SEA Write Award and Bangkok inauguration as World Book Capital, presented by Bangkok Metropolitan Administration.

In my free time, I work on Ruang Selamat, a digital platform where I share mental health content to encourage positivity and well-being.



*Editorial & Prepress*

# *Editorial & Prepress*

I specialize in crafting compelling narratives through meticulous writing, editing, and captivating design. Whether it's shaping ideas into engaging content or refining manuscripts for publication, I ensure your message resonates effectively.

## Services

- + **Feature & Creative Writing**  
In-depth, engaging articles on diverse topics.
- + **Copywriting**  
Persuasive and effective copy for marketing materials.
- + **Copy Editing**  
Ensuring clarity, consistency, and accuracy in text.
- + **Proofreading**  
Final quality checks for spelling, grammar, and formatting.
- + **Acquisition Editing**  
Reviewing and selecting manuscripts for publication.
- + **Translation**  
Accurate, culturally relevant translation for all contexts.
- + **Typesetting & Layout Design**  
Structuring text and images for readability and aesthetic appeal.



# Prominent Works

## Feature and Creative Writing

### Articles

Menonton Tiga Filem Pendek Indonesia di Ubud, Bali (Seni Malaya, 2 Februari 2025)  
Perjuangan Mangsa Keganasan Seksual (*Dewan Budaya*, Bil. 10/2024)  
Taiping dalam Renyai dan Damai (*Dewan Budaya*, Bil 6/2024)  
Kejujuran yang Terhukum (*Dewan Budaya*, Bil. 5/2024)  
Fokus - Menjengah jendela sastera abad ke-21 (*Tunas Cipta*, Bil. 4/2018)  
Resensi: Perempuan Nan Bercinta (Faisal Tehrani) (*Ulasan Buku*, ITBM, 2016)  
Resensi: Ayam Patah Buku (Hafizah Iszahanid) (*Ulasan Buku*, ITBM, 2016)  
Empat Tahun Yang Elegan (*Tunas Cipta*, 2013)  
Manifestasi Sikap dalam Antisistem (*Cantuman Mimpi*, ITBM, 2013)  
Biografi 50 Melayu Terbilang: Siti Nurhaliza (*Sejalan Tak Seiring*, Esastera, 2007)

### Short Stories

Narasi Muhammad Pada Sekeping Roti (*Cereka*, Oktober 2023)  
Fitt Gaviota (*Wajah Kita*, DBP, 2016)  
Ceteris Paribus, Armageddon Pun Terjadi (*Bukan Dorman*, Legasi Oakheart, 2014)  
Antisistem (*Cantuman Mimpi*, ITBM, 2013)  
Siti Nurmalaysia (*Siti Nurmalaysia*, DBP, 2013)  
Cahaya Itu Sebentar Cuma (*Dewan Kosmik*, 2012)  
Reben Hitam Untuk Mereka (*Tunas Cipta*, 2011)  
Ombak di Hati (*Kunci Gerbang Masa*, DBP, 2009)  
Kerana Novel (*Dewan Sastera*, 2008)

# Prominent Works

## Copy Editing

2024



### Kita Hanya Sebatas Senja (Amirul Hannan)

- + **Media:** *Book*
- + **Language:** *Bahasa Malaysia*
- + **Client:** *Tentang Kita*

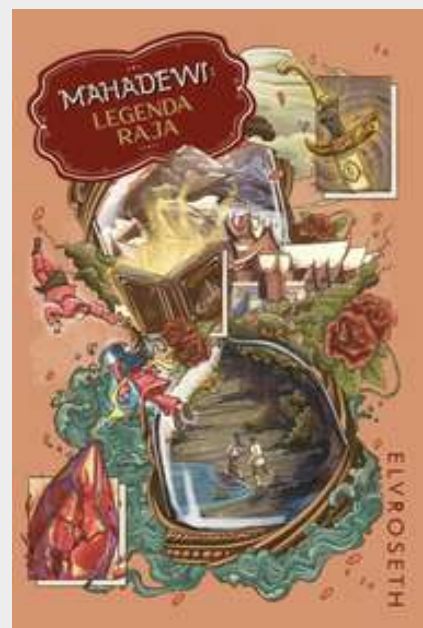
+ **Sample:** [LINK](#)



### Se-balik Kain (Regina Ibrahim)

- + **Media:** *Book*
- + **Language:** *Bahasa Malaysia*
- + **Client:** *Kawah Buku*

+ **Sample:** [LINK](#)



### Mahadewi: Legenda Raja (Elvroseth)

- + **Media:** *Book*
- + **Language:** *Bahasa Malaysia*
- + **Client:** *Bookiut/PTS*

+ **Sample:** [LINK](#)



### Selamat Pulang, Bayang (Husna Rosli)

- + **Media:** *Book*
- + **Language:** *Bahasa Malaysia*
- + **Client:** *Bookiut/PTS*

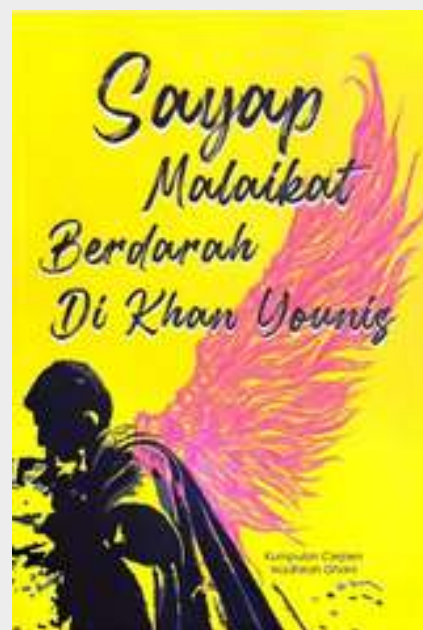
+ **Sample:** [LINK](#)



# Prominent Works

## Copy Editing

2023



### Sayap Malaikat Berdarah di Khan Younis (Nadhirah Ghani)

- + **Media:** *Book*
- + **Language:** *Bahasa Malaysia*
- + **Client:** *Samudera Publications*

+ **Sample:** [LINK](#)



### Brand Awareness of University College Bestari Among Terengganu Residents

- + **Media:** *Academic paper (thesis/dissertation)*
- + **Language:** *English*
- + **Client:** *The authors*

+ **Sample:** [LINK](#)



### Tanpa Label (Amira Sariyathul)

- + **Media:** *Book*
- + **Language:** *Bahasa Malaysia*
- + **Client:** *Kata-Pilar Books*

+ **Sample:** [LINK](#)



### A Case Study on Employee Satisfaction at A Food Manufacturing Company (Shah Alam) (Ahmad Zuraimi Abd Rahman)

- + **Media:** *Academic paper (thesis/dissertation)*
- + **Language:** *English*
- + **Client:** *The authors*

+ **Sample:** [LINK](#)



# Prominent Works

## Copy Editing

2020



### Genta (Lokman Hakim)

- + **Media:** *Book*
- + **Language:** *Bahasa Malaysia*
- + **Client:** *Gerakbudaya*



### Tao Te Ching (Lao Tzu)

- + **Media:** *Book*
- + **Language:** *Bahasa Malaysia (translation)*
- + **Client:** *Biblio Press*

2019



### Dr. Burhanuddin: Putera Setia Melayu Raya (Ahmad Boestamam)

- + **Media:** *Book*
- + **Language:** *Bahasa Malaysia*
- + **Client:** *Gerakbudaya*



### Melayu atau Kemelayuan (Anthony Milner)

- + **Media:** *Book*
- + **Language:** *Bahasa Malaysia*
- + **Client:** *Gerakbudaya*

# Prominent Works

## Proofreading

2024



### Bayang Sofea (Teme Abdullah)

- + **Media:** *Book*
- + **Language:** *Bahasa Malaysia*
- + **Client:** *IMAN Publications*
- + **Sample:** [LINK](#)



### Senyum yang Tersembunyi (Melni)

- + **Media:** *Book*
- + **Language:** *Bahasa Malaysia*
- + **Client:** *IMAN Publications*
- + **Sample:** [LINK](#)



### CERPEN (Syafiq Ghazali)

- + **Media:** *Book*
- + **Language:** *Bahasa Malaysia*
- + **Client:** *Buku FIXI*
- + **Sample:** [LINK](#)



# Prominent Works

## Copywriting

2021



### Unifi Sales Playbook for SME Consultants

- + **Media:** Handbook
- + **Language:** English
- + **Client:** Unifi Malaysia
- + **Sample:** [LINK](#)



# Prominent Works

## Translation

2021



### Calibre (Kaliber)

- + **Media:** Magazine
- + **Language:** EN to MY
- + **Client:** Inovatif Media Asia Sdn Bhd for Public Mutual



### Kertas Cadangan Menyelaraskan Akta Rahsia Rasmi (OSA) 1972 dengan Undang-Undang RTI Persekutuan Yang Baharu

- + **Media:** Report
- + **Language:** EN to MY
- + **Client:** Centre For Independent Journalism (CIJ)



### Taksiran Ekosistem Maklumat Malaysia (IEA)

- + **Media:** Report
- + **Language:** EN to MY
- + **Client:** Centre For Independent Journalism (CIJ)

# Prominent Works

## Translation

**2019**

### Polisi Umum Media dalam Hal Melibatkan Palestin

- + **Media:** *Handbook*
- + **Language:** *EN to MY*
- + **Client:** *Palestine International Forum for Media and Communication*

+ **Sample:** [LINK](#)



### Polisi Umum Media dalam Hal Melibatkan Palestin

- + **Media:** *Handbook*
- + **Language:** *EN to MY*
- + **Client:** *Palestine International Forum for Media and Communication*

+ **Sample:** [LINK](#)

# Prominent Works

## Typesetting & Layout Design

2024



### Sebelum Filsafat (Fahrudin Faiz)

- + **Media:** Book (Paperback)
- + **Client:** Cendekia & MJS Press

+ **Sample:** [LINK](#)

2019



### Helang Albania (Maszlee Malik)

- + **Media:** Book
- + **Client:** Dr Maszlee Malik

+ **Sample:** [LINK](#)



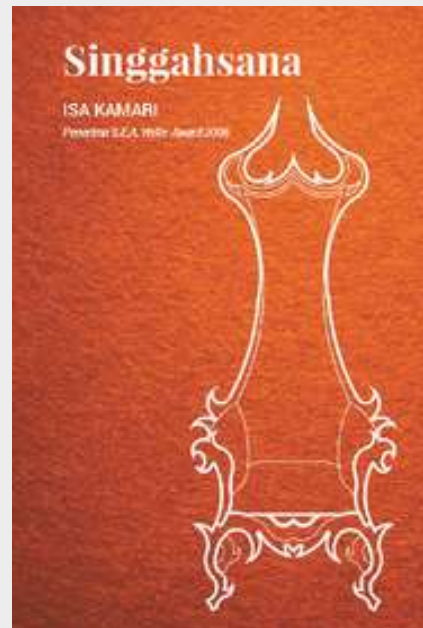
### Berfikir Tentang Pemikiran (Syed Ahmad Fathi)

- + **Media:** Book
- + **Client:** Kenyalang Press

# Prominent Works

## Typesetting & Layout Design

2019



### Singgahsana (Isa Kamari)

- + **Media:** *Book*
- + **Language:** *Bahasa Malaysia*
- + **Client:** *Biblio Lit*



### Lelaki Januari (Hafizah Iszahanid)

- + **Media:** *Book*
- + **Language:** *Bahasa Malaysia*
- + **Client:** *Biblio Lit*



*Branding & Marketing*

# Branding & Marketing

I believe in the power of storytelling to build strong connections. I craft cohesive brand identities and implement strategic content marketing campaigns that captivate target audiences, foster lasting impressions, and drive meaningful engagement.

## Services

- + **Branding**  
Crafting logos, visual elements, and voice for brand recognition.
- + **Digital Marketing**  
Comprehensive online marketing, including social media, email, and ads.
- + **Campaign Management**  
Planning and executing cohesive marketing campaigns.
- + **SEO Content Optimization**  
Crafting and refining content to improve search engine rankings and enhance visibility.
- + **Public Relations**  
Building public image and managing media relations.
- + **Website Design & Development**  
Creating functional, user-friendly websites.



# Prominent Works

## Branding

2024



### Ruzzgahara

- + **Type:** Rebranding & Strategy (SME)
- + **Client:** Gahara Gallery Sdn Bhd

Brand board: [LINK](#)



### Corak Malaysia

- + **Type:** Rebranding & Strategy (SME)
- + **Client:** Gahara Galore Sdn Bhd

Brand board: [LINK](#)



### Malaysian Craft Council

- + **Type:** Rebranding & Strategy (NGO)
- + **Client:** Malaysian Craft Council

Brand board: [LINK](#)

2021



### Biblio Lit

- + **Type:** Branding & Strategy (SME)
- + **Client:** The Biblio Press Enterprise

Brand board: [LINK](#)



### Corak Malaysia

- + **Type:** Branding & Strategy (SME)
- + **Client:** The Biblio Press Enterprise

Brand board: [LINK](#)

# Prominent Works

## Branding

2021



### Jatuh Bangun

- + **Type:** *Digital Branding*
- + **Client:** *Appear Asia PLT*

**Brand board:**



### Buku Kacak

- + **Type:** *Branding (SME)*
- + **Client:** *Buku Kacak Enterprise*

**Brand board:**



# Prominent Works

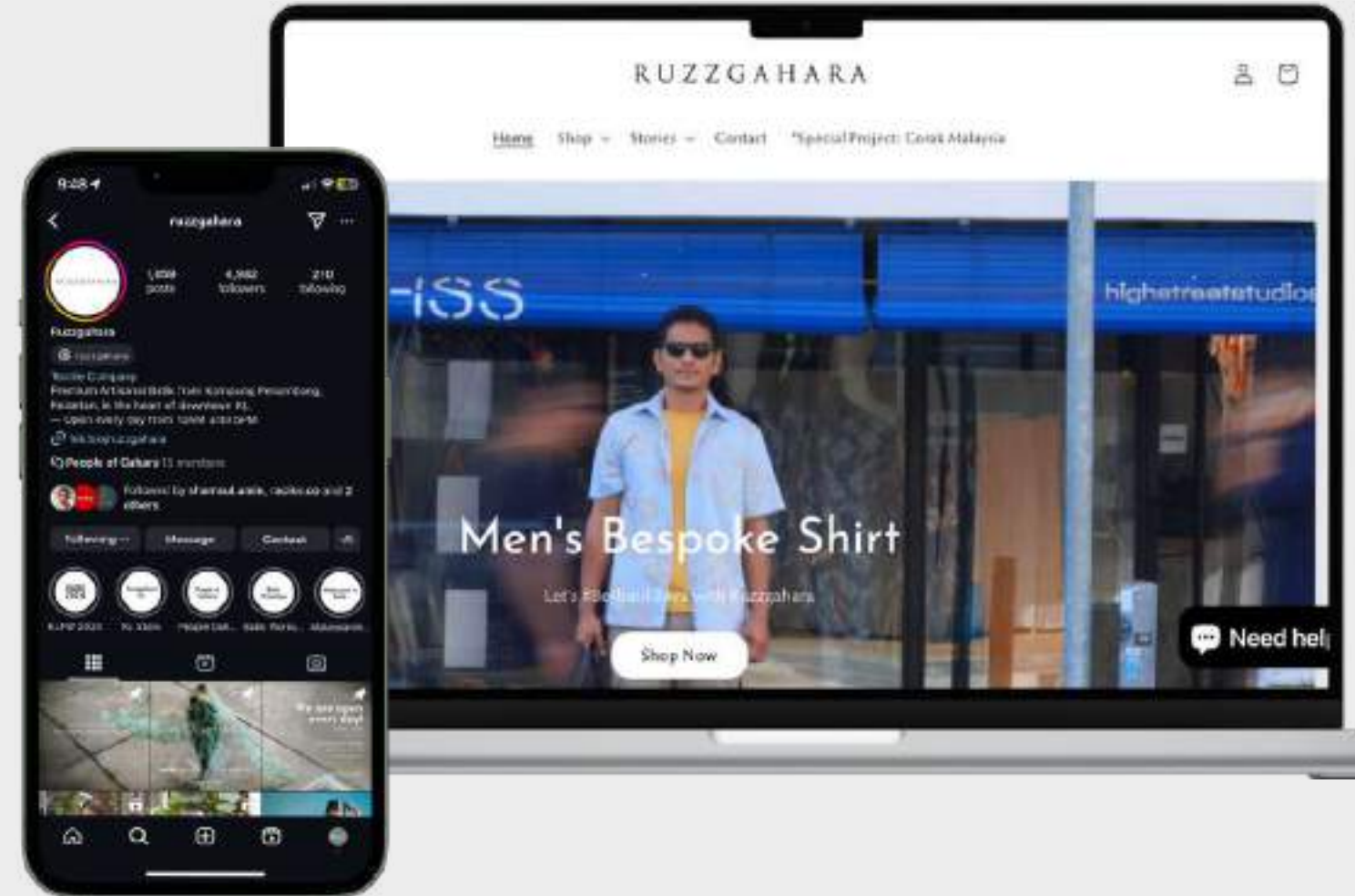
## Digital Marketing

2024



**Client:** Ruzzgahara  
**Contract:** Monthly  
**Period:** March - October 2024

**Subservices:** + Social Media Marketing  
+ Website Development (E-Commerce)  
+ Campaign Management



2.9K followers	4.9K followers	173 followers

[www.ruzzgahara.com](http://www.ruzzgahara.com)  
 @ruzzgahara  
 @ruzzgahara  
 @ruzzgahara

# Prominent Works

## Digital Marketing

2024






**Client:** *Gahara Galore Sdn Bhd (Corak Malaysia)*

**Contract:** *Monthly*

**Period:** *March - October 2024*

- Subservices:**
- + Social Media Marketing
  - + Website Development (E-Commerce)
  - + Campaign Management



 <b>692 followers</b>	 <b>1.86K followers</b>	 <b>168 followers</b>
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-  [www.corakmalaysia.com](http://www.corakmalaysia.com)
-  [@CorakMalaysia](https://www.facebook.com/CorakMalaysia)
-  [@corakmalaysia](https://www.instagram.com/corakmalaysia)
-  [@corakmalaysia](https://www.tiktok.com/@corakmalaysia)

# Prominent Works

## Digital Marketing

2024






**Client:** Malaysian Craft Council

**Contract:** Monthly

**Period:** May - October 2024

**Subservices:** + Social Media Marketing  
+ Website Development (E-Commerce)  
+ Campaign Management



		
692 followers	1.98K followers	184 followers



malaysiancraftcouncil.org



@MalaysianCraftCouncil



@malaysiancraftcouncil



@MalaysianCraftCouncil

# Prominent Works

## Digital Marketing

2022 – 2023

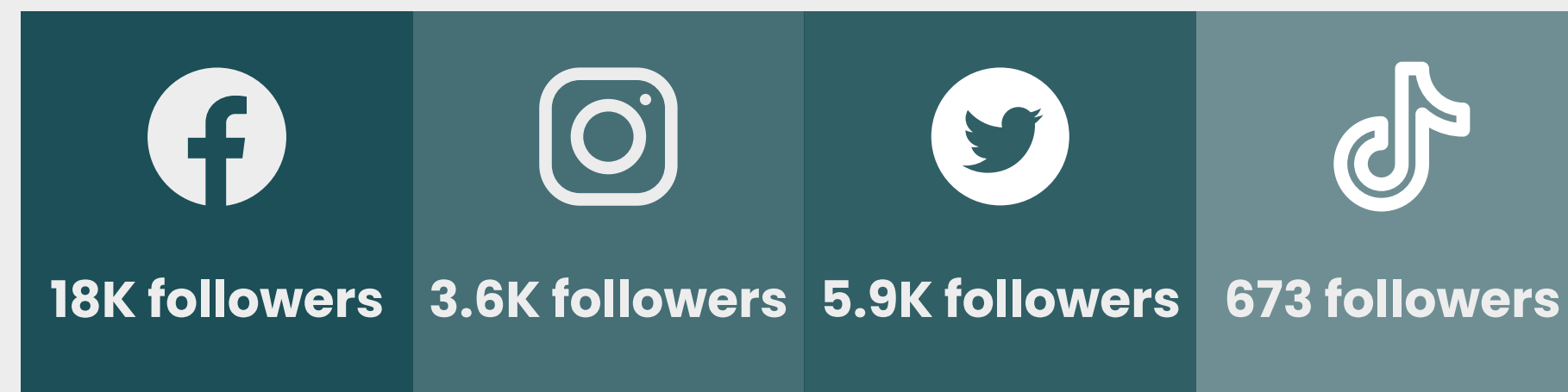


**Client:** Perbadanan Kota Buku

**Contract:** Yearly

**Period:** September 2022 – September 2024

**Subservices:** + Social Media Marketing  
+ Campaign Management



 @KotaBukuKL  
 @kota\_buku  
 @kotabuku





# Prominent Works

## Campaign Management

2024

### Ruzzgahara Spring/Summer 2025 Collection



Video Campaign (Click on the video to watch)

# Prominent Works

## Campaign Management & Public Relations

2024

### Ruzzgahara Fashion Show @ Kuala Lumpur Fashion Week 2024



#### News coverage:

- 'Bodysuit' batik didik masyarakat – Utusan Malaysia
- Bunga ketam guri motif signatur batik – Kosmo
- KLFW 2024: Fashion Forward Batik Malaysia – Berita RTM
- 'Rus adalah nama ibu saya', anak jati Kota Bharu gapai impian martabat industri kraf – Majoriti

# Prominent Works

## Public Relations

2024

### Malaysian Craft Council Accreditation from UNESCO



(New Straits Times, 19th June 2024)



(Sinar Harian, 14th June 2024)

### Other coverages:

- [Pengiktirafan buat karyawan seni - Harian Metro](#)
- [Seni dan karyawan Malaysia dunia — Utusan Malaysia](#)
- [Seni, karyawan Malaysia diiktiraf UNESCO - Berita RTM \(Kanta 744\)](#)
- [Warisan Malaysia Khazanah Dunia — BERNAMA Radio](#)

# Prominent Works

## Public Relations

2024

### The Conference of the Proposed ASEAN-China Heritage DNA @ Perlis



#### News coverage:

- [Perlis, destinasi pilihan lapan negara hidupkan budaya, warisan rantau Asia — Astro AWANI](#)
- [Arja Lee mahu hidupkan jalinan budaya Asia Tenggara, China — Utusan Malaysia](#)
- [Perlis Regent calls on tourism stakeholders to boost Visit Perlis Year 2024-2025 efforts — New Straits Times](#)
- [Tahun Melawat Perlis langkah awal ke arah TMM 2026 — Harian Metro](#)
- [Pemangku Raja Perlis dan Raja Puan Muda Perlis Meraikan Kedatangan Delegasi Persidangan ASEAN – China Heritage Dimensions of National Arts Initiative 2024 — Dewan Budaya](#)

# Prominent Works

## Search Engine Optimization (SEO)

2024



**ProductNation (BM)**

- + **Type:** *SEO Writing*
- + **Client:** *Val Media Sdn Bhd*

2022 – 2023



**ProductNation (BM)**

- + **Type:** *SEO Writing & Editing*
- + **Client:** *Val Media Sdn Bhd*

**Sample:** [LINK](#)

MAI CHEK NAK HABAB

BOOK LAUNCH  
2nd December 2023 | Damansara

in collaboration with:  
C.I.S. MALAYSIA



Pelancaran Buku  
MAI CHEK NAK HABAB VOL. 1 & 2  
KATA-PILAR BOOKS



Prof. Dr. Imelda Balchin  
Pangarang

2 DISEMBER 2023  
@ DAMANSARA  
SPECIALIST HOSPITAL 2  
KUALA LUMPUR

KataPilar Books Damansara Specialist Hospital 2

# Book Publicity & Author Services

# *Book Publicity & Author Services*

I believe in the power of storytelling to connect authors with their readers. I craft strategic publicity campaigns, build strong author brands, and create impactful digital marketing strategies that enhance book visibility, foster reader engagement, and leave a lasting impression.

## Services

- + **Media Outreach**  
Securing media coverage and interviews to amplify book visibility and reach.
- + **Book Events**  
Planning and managing book launches, including emceeing, moderator and event coordination services.
- + **Author Branding**  
Crafting a unique personal brand to establish an author's voice and identity.
- + **Author Website Development**  
Designing functional and engaging websites to showcase an author's work and portfolio.
- + **Book Digital Campaign**  
Strategizing and executing online campaigns to promote books across social media, email, and ads.



# Prominent Works

## Author Branding

2023

### Nadhirah Ghani

Author of  
*Pari-pari Suria*, *Mr Coach* and  
*Sayap Malaikat Berdarah di Khan  
Younis*

#### Subservices:

- + Brand identity
- + Profile photoshoot
- + Digital campaign
- + Website development
- + Wikipedia article



Website: [www.nadhirahghani.com](http://www.nadhirahghani.com)



2.5K followers



1.8K followers



308 followers



323 followers



# Prominent Works

## Author Branding

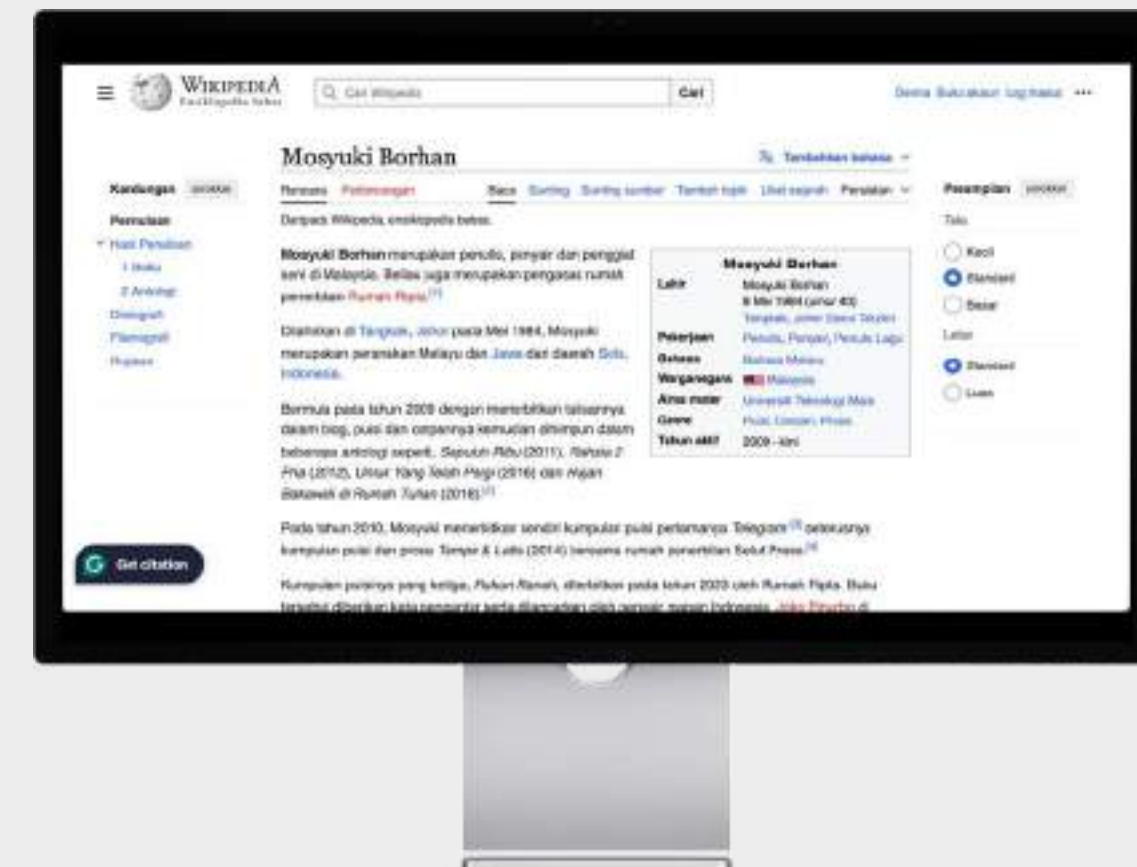
2023

### Mosyuki Borhan

Author of *Rukun Ranah* dan *Tempe & Latte*

### Subservices:

+ *Wikipedia article*



# Prominent Works

## Author Branding

2022

### Wafa Awla

Author of  
*Perempuan Dari Masa Lalu*

### Subservices:

- + Brand identity
- + Profile photoshoot
- + Digital campaign
- + Website development
- + Wikipedia article



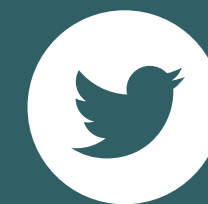
Website: [www.wafaawla.com](http://www.wafaawla.com)



2.5K followers



6.8K followers



9.1K followers



8.3K followers

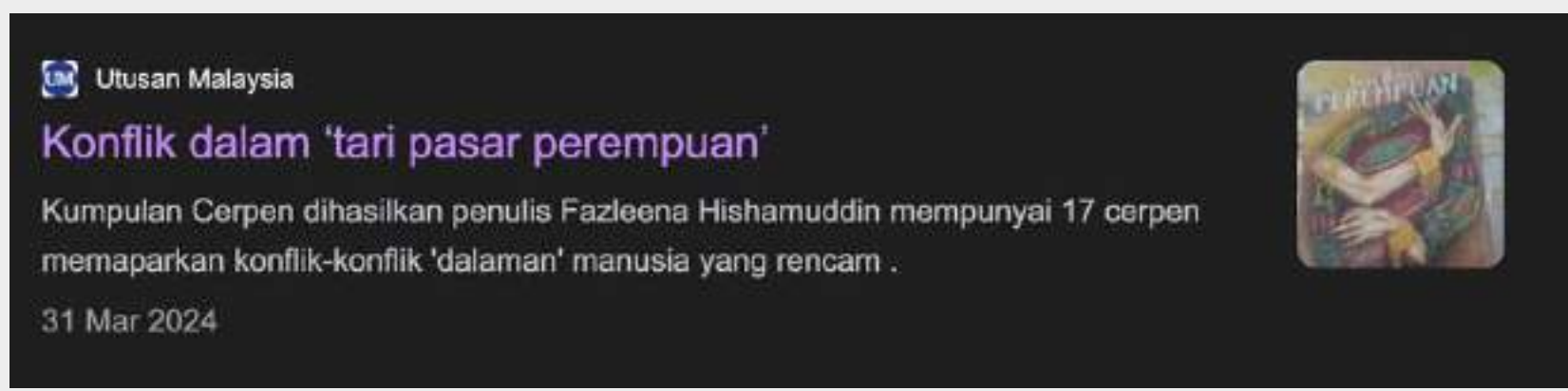
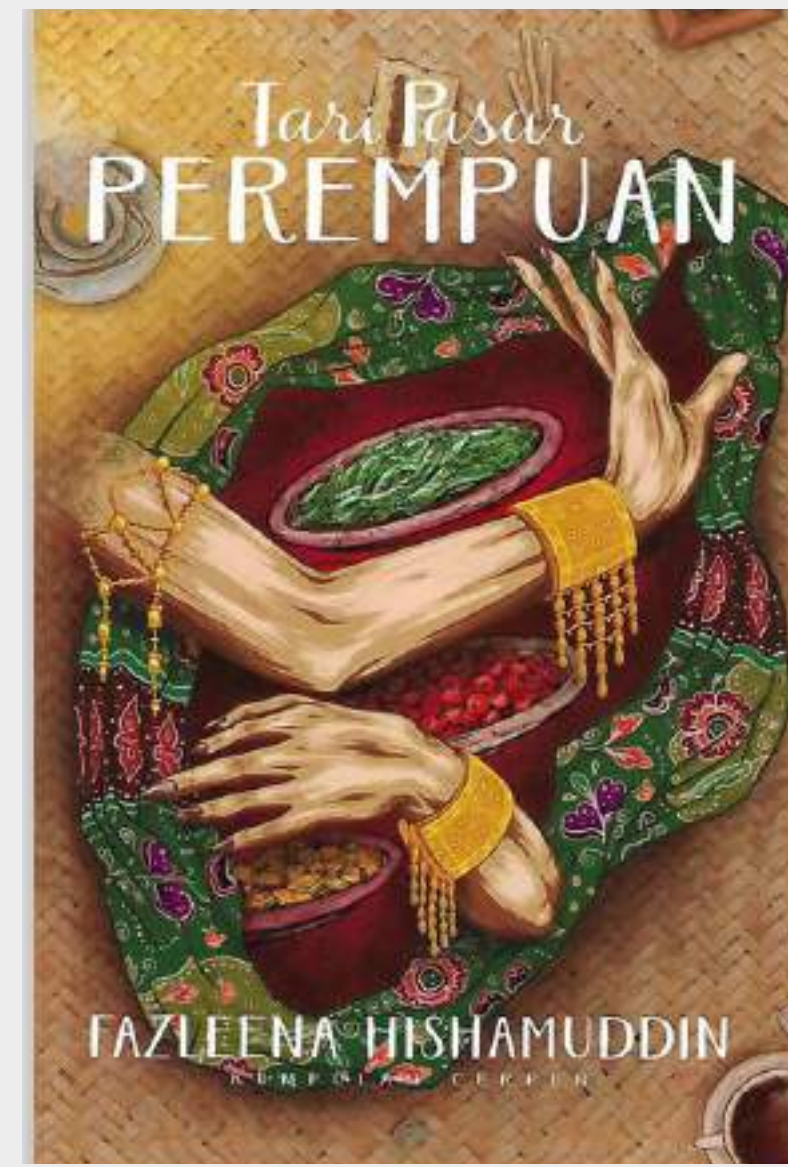
# Prominent Works

## Book Publicity

2024

**Tari Pasar Perempuan (new edition)**  
by Fazleena Hishamuddin

**Subservice:**  
+ Media outreach



# Prominent Works

## Book Publicity

2023

### Mai Chek Nak Habaq by Dr Imelda Balchin Book Campaign

#### Subservices:

- + Book launching ceremony
- + Documentation (photo and video)
- + Media outreach
- + Digital Campaign (w/ Huzeifa Studio)



Book launching ceremony

Media coverage

# Prominent Works

## Book Related Event

**2023**

**ASEAN Rights Fair 2023**

### Subservices:

- + Media Kit (Press Release)
- + Documentation (photo and video)
- + Media outreach



# Prominent Works

## Book Related Event

2019

### Majlis Makan Malam Gala 50 Tahun MABOPA



#### Subservices:

- + Media Kit (Press Release)
- + Documentation (photo and video)
- + Media outreach

# Prominent Works

## Book Related Event

2019

### Kuala Lumpur International Book Fair (KLIBF) 2023

#### Subservices:

- + Media Kit (Press Release)
- + Media outreach

Pesta Buku Antarabangsa Kuala Lumpur 2019  
meluhurkan Dekad Membaca Kebangsaan  
#MalaysiaMembaca  
www.klibf.my

Pusat Dagangan Dunia Putra (PWTC) | 29 Mac - 10 pagi  
7 April 2019 - 9 malam

Anjuran: KEMENTERIAN PENDIDIKAN MALAYSIA  
Dewan Kebudayaan KL  
Gandingan: MAMPU, BERSEKUTUANG BERSAMA, BERKUALITI, BERKUALITI, BERKUALITI  
Rakan Penaja: MAMPU, BERSEKUTUANG BERSAMA, BERKUALITI, BERKUALITI, BERKUALITI

MalaysiaGazette  
UTAMA - NASIONAL - POLITIK - EKONOMI - DUNIA - SUKAN - SISWA - ANALISIS - KETV - GALERI

PBAKL 2019: Pengunjung kurang tapi jualan meningkat  
Dikhabarkan oleh Anif Azam - 7 April 2019

Pembagi bawakan siri penerjemahan harga pada Pesta Buku Antarabangsa Kuala Lumpur 2019 di Pusat Dagangan Dunia Putra, Kuala Lumpur, pada 02-04-2019, 07-04-2019, 2019

KUALA LUMPUR - Pengunjung Pesta Buku Antarabangsa Kuala Lumpur 2019 (PBAKL) 2019 berjaya merekodkan jumlah kehadiran pengunjung sebanyak 1 juta sepanjang 10 hari bermula 29 Mac lalu.

BH ONLINE  
AGAMA  
Membaca biar dapat ilmu bermanfaat  
April 6, 2019 @ 6:16am

Gambar hiasan

Pesta Buku Antarabangsa Kuala Lumpur (PBAKL) 2019 yang berlangsung, memberi ruang kepada kita merenung kembali aspek mentakrifkan budaya membaca dalam konteks budaya ilmu sebenar.

Kejayaan pesta buku dan sambutan masyarakat ialah cerminan budaya ilmu yang sihat. Walaupun ada berpandangan sambutannya tidak semeriah dan seramai seperti tahun sebelumnya, ia mungkin disebabkan faktor ekonomi. Namun, faktor itu tidak

# Prominent Works

## Book Event Moderator/Emcee

2024





# Prominent Works

## Book Event Moderator/Emcee

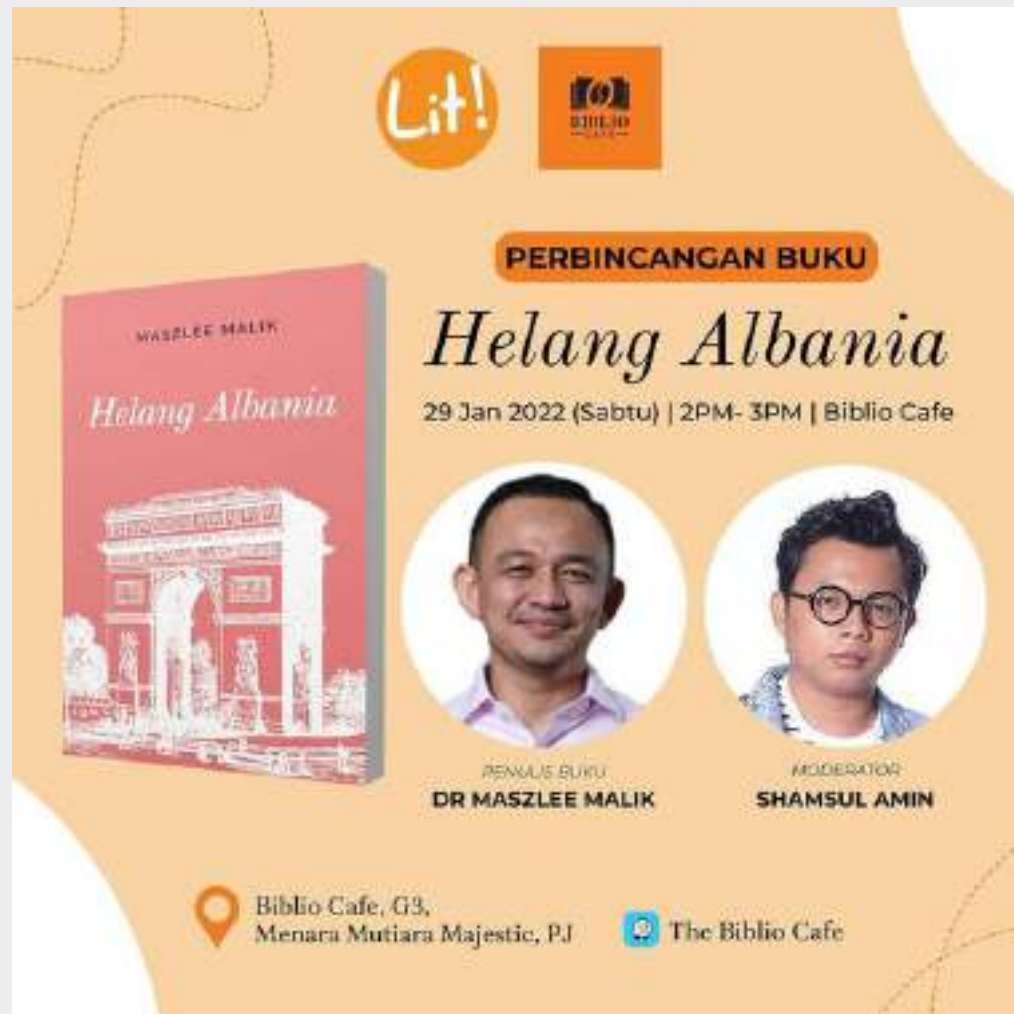
2024



# Prominent Works

Book Event Moderator/Emcee

2022



# Prominent Works

## Book Event Moderator/Emcee

2021

**LIVE THE BIBLIO PRESS**

**ALKIMIA DALAM HIDUP SAYA**  
29 JUN 2021 | SELASA | 4 PETANG

**YB DR MASZLEE MALIK**  
PENULIS KATA PENGANTAR  
AHLI ALKIMIA

**EN HASRI HASAN**  
PENTERJEMAH AHLI ALKIMIA  
EDISI BAHASA MELAYU

**EN SHAMSUL AMIN**  
MODERATOR

**BIBLIO PRESS**  
f @ @bibliobuku

**Kata-kata RUMI MENARI**  
2 OKT 2021 | SABTU  
3PTG - 4.30PTG  
BIBLIO CAFE

**Shamsul Amin**  
Moderator

**Ahmad Fedtri Yahya**  
Panelis

**Hafizul Faiz**  
Panelis

**Biblio Cafe, G3,  
Menara Mutiara Majestic, PJ**

**The Bibliophile Bookshop**

**BIBLIO PRESS**  
f @ @bibliobuku



# Contact Details

## **Mailing address**

B-12-03 Menara B  
Empire City, Damansara Perdana,  
Jalan PJU 8/1,  
47820 Petaling Jaya  
Selangor

## **Email address**

sam@shamsulamin.net

## **Website**

shamsulamin.net

## **Phone number (WhatsApp)**

(+60) 17 250 4529

