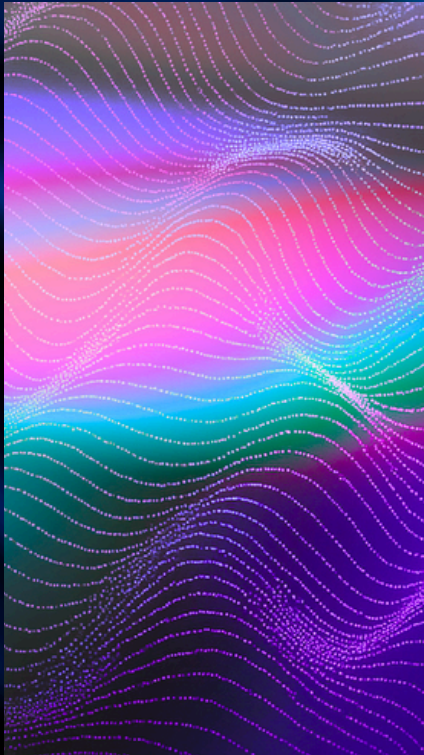




WFS DIGITAL
ACADEMY

TRAINER
PORTFOLIO

MISSION

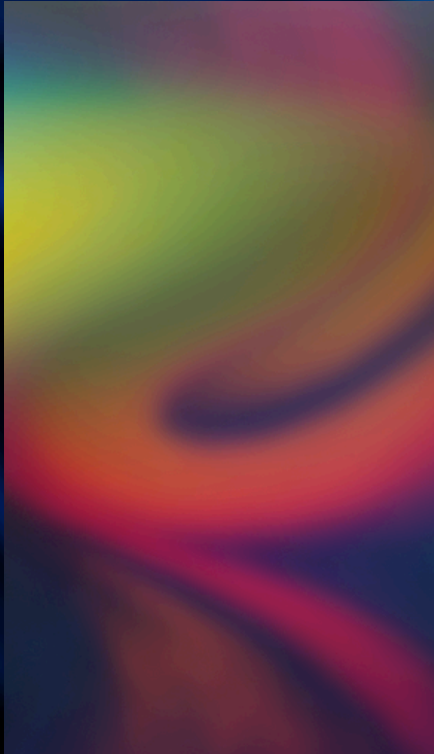


Social media is constantly evolving, and for many entrepreneurs, it can feel overwhelming to keep up. But when used strategically, it has the power to transform your business in ways you've never imagined.

My mission is to guide and empower you to create engaging, high-impact content that grows your following and turns those followers into loyal, paying customers. I'm here to help you master content that drives visibility, trust, and real results.



VISION



WFS aspires to be the leading resource for entrepreneurs and brands that want to grow through purposeful content. We believe social media should be more than just trends, it should be a powerful tool to tell authentic stories and build meaningful connections.

Our vision is to equip businesses with the right knowledge, strategies, and creativity to turn content into long-term success. .





Hello, I am, **Coach Sufina**

With over 20 years of entrepreneurial experience, I specialize in content creation with a strong focus on TikTok. My training modules are built to help brands and individuals increase awareness, connect with their audiences, and achieve measurable growth through impactful strategies.

At my company, I apply these proven methods to stay ahead in today's fast-changing digital landscape. By continuously adapting and refining our approach, I make sure the content we create is not only engaging but also delivers real results.



My Journey



Services



TikTok Content Creation

Learn how to create engaging TikTok videos, from ideation to editing, and grow your following.



Private Group Coaching

Get personalized guidance and support in a small, private group setting to help you achieve your goals.



Personal Coaching

Receive one-on-one coaching tailored specifically to your needs, providing a customized roadmap for success.



LIVE Streaming

Master the art of live broadcasting to connect with your audience in real time and create impactful content.



COLLABORATIONS



Creator Week Conference Singapore

Represented TikTok Malaysia as a guest panellist on the foundations of success on TikTok at the Creator Week Conference 2024, Singapore





TikTok Forum

Invited as a panellist representing TikTok Malaysia. Empowering parents as guardians of the digital realm.





Nominated for Best of **Education** in TikTok Awards Malaysia 2023.

Malaysia's first ever TikTok Awards.



TikTok Creator Camp 2024

Invited to be a speaker for TikTok Creator Camp 2024. Discussing on topics focusing on Content Strategy.





TikTok LIVE
Dumb Ways to Hurt Yourself Online

TikTok 🔍 #thinkb4youdo

Watch the LIVE conversation on
@tiktok_malaysia
27th April 2022, Wednesday, 11:00AM

Moderated by

 Hunny Madu TV Host, Emcee & Artist @hunnymadu	 Wan Fatin Sufina Mother, TikTok Creator @wfsufina	 Firzana Redzuan Founding Director of Monsters Among Us (MAU) @firredzuan
 A'minahtul Mardiah Lawyer, TikTok Creator @aminahtulmardiah	 Kristoffer Eduard Rada TikTok Head of Public Policy, Malaysia	 Nizam Arshad Chief Development Officer, Malaysian Communications and Multimedia Commission

TikTok LIVE Program “Dumb Ways to Hurt Yourself”

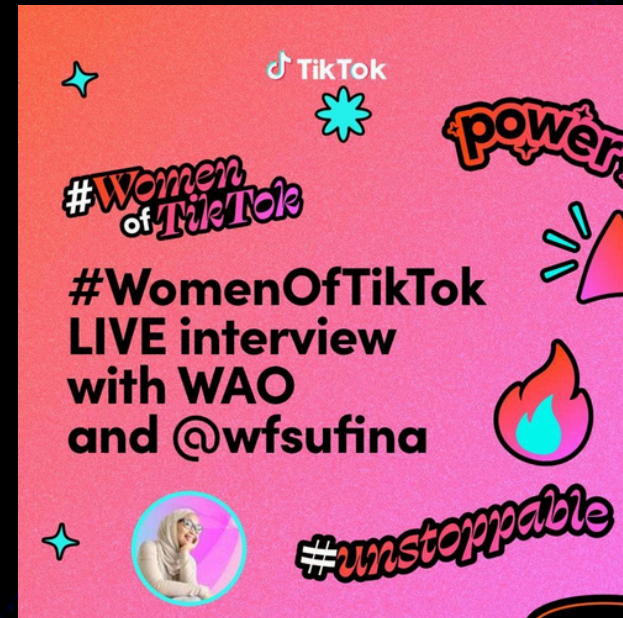
Invited to be a guest panelist for TikTok Malaysia's LIVE program 'Dumb Ways to Hurt Yourself Online'.



LIVE interview by WAO

#WomenOfTiTok

Discussed my journey on Tik Tok and women empowerment throughout social media.





Gadis **Inspirasi** Selangor

Coached 50 finalist of the 'Gadis Inspirasi Program' on content creation and building awareness on topics focusing on each contestant's specialization





‘Sembang Digital’ Program by JPM

Invited to be a panelist discussing on how Jabatan Penerangan Malaysia (JPM) can stay relevant to the youth through TikTok.



JABATAN
PENERANGAN
MALAYSIA



Clients





Kementerian Kesihatan Malaysia



Governments & GLC



JABATAN
PENERANGAN
MALAYSIA



KOPERASI
TENTERA



Retail



Media & Telco

astro



celcomdigi

durioo +



Services



Education



اَوْبُو سَيِّدِي تَيْكُو لَوِي كِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

 **OUM**
OPEN UNIVERSITY MALAYSIA


POLITEKNIK
MALAYSIA
SEBERANG PERAI

 **ipptar**
INSTITUT PENYIARAN DAN PENERANGAN TUN ABDUL RAZAK


UPSI
HOLDINGS SDN BHD



Automotive



ISUZU



PUBLICATIONS

theSundaily

NEW STRAITS TIMES

mStar
urban.versatil

keluarga

SIAKAP
KELI

THE SUN DAILY

<https://www.thesundaily.my/spotlight/committed-to-keeping-users-safe-Y K8914634>

NEW STRAITS TIME

<https://www.nst.com.my/amp/lifestyle/bots/2022/03/776872/tech-tiktok-reinforces-user-safety-app-literacy-hub>

MSTAR

<https://www.mstar.com.my/lokal/viral/2021/03/22/doktor-baru-join-tiktok-disangka-mat-bangla-walau-ada-lebih-setengah-juta-followers-dianggap-bisu-se bab-vi deo-tunj uk-tunj uk---bac a-kome n-bol eh-koyak>

KELUARGA

<https://www.keluarga.my/wanita-ni-kongsi-tip-untuk-ibu-bapa-kawal-masa-tapi s-conte nt-tak -se suai-pada-akaun-ti ktok -anak/am p/>

SIAKAP KELI

<https://siakapkeli.my/2022/01/10/ibu-bapa-perlu-tahu-ini-cara-nak-kawal-masa-tapi s-conte nt-tak -se suai-pada-akaun-ti ktok -anak -anda/>

