

# KARTINI ARIFFIN

## Associate Trainer

Graduated from Goldsmiths, University of London with a MA in Broadcast Journalism (2007), BSc in Computerised Accountancy from the University of East Anglia, United Kingdom (2000), Kartini was known for her hosting on 3R (Respek, Relaks, Respon), a young women empowerment TV programs for 10 years. Prior to her stint on TV, she was an associate auditor at Price Waters House Coopers.

In 2006, she joined Media Prima as a radio announcer before she was promoted as the Music Director in 2010. After being with the station for 7 years, Kartini moved to The Cube, Celcom Bhd as the manager of Cube Radio.

### OTHER AWARDS

She was appointed the Executive Producer at Red Communications Sdn Bhd, where she oversaw various projects for Astro channels and Media Prima Berhad such as Projek 3R, OME, Hijabista and OMG on Diva Universal.

Her leadership capabilities have seen her spearheading prominent organisations such as Media Prima Radio Network, Celcom Berhad, Red Communications Sdn. Bhd and iM4U Radio Sdn. Bhd

In recent years, her passion for sharing has brought her to conduct various workshops and training on personal development. She has conducted training programs for local and international participants from executive to high level management in media, digital as well as personal growth subjects.

She has been invited as a speaker and trainer for various conferences such as the Pacific Media Conference in Samoa (2019), Radio Asia 2019 in Dhaka, Bangladesh, Media 2020 in Romania and more. In addition, she is an adjunct lecturer in several universities.

Kartini is a HRDF Certified Trainer and an Accelerated Learning Practitioner. She is also the Co-Founder/CEO of Dbilique a channel that produces content on social media.

### AREA OF SPECIALIZATION

- Digital personal branding.
- Leadership communications & customer experience.
- Creating videos using your mobile phone.
- Storytelling & The Art of Editing Video.
- Media and broadcast related subjects.



### Qualification & Credentials

Masters in Broadcast Journalism,  
Goldsmiths University of London,  
UK

Professional Certification (ACCA)  
Emile Woolf College, London, UK

BSc Computerised Accountancy,  
University of East Anglia, Norwich,  
UK

Leadership Training For Managers,  
Dale Carnegie Training, Kuala  
Lumpur

Certified Trainer HRDF Train The  
Trainer Programme

Accelerated Learning Practitioner  
Certification

Alumni, Chevening Malaysia

Coach,  
MAGIC AmplifyAccelerator 01,  
2018

