

# NOR HIDAYAH BINTE MOHD AMIN

## [HIDAYAH AMIN]

### RESUME

#### SUMMARY

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- Objective: To contribute to a progressive organization that values an all-rounder and highly motivated individual with a successful media, education and technology background.
- Personality: I am a dynamic and passionate former Fulbright Scholar from Singapore who is confident, innovative and 'out-of-the-box' thinker with strong leadership qualities. I am fluent in English, Malay, Bahasa Indonesia and French and understand basic Mandarin and Hebrew.
- Strengths: Research, Organizational leadership & empowerment, Public/community relations, Networking-forming collaborative alliances, Verbal and written communications, Multi-media development/production, Multiple projects management

#### CAREER

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- July 2001 – Sept 2010* Media Producer, Educational Technology Division, Ministry of Education, Singapore
- Plan, design, develop and produce educational video and audio programs to meet the curriculum needs and other special needs of schools,
  - Plan and develop strategies for effective use of educational video and audio programs in classroom instruction,
  - Plan and develop ancillary resources related to the use of educational video and audio programs,
  - Plan and facilitate collaborative projects in production of educational media resources with stakeholders and
  - Track and explore other possible educational and information technologies relevant for education.
  - Presented at the 13<sup>th</sup> International Conference on Computers in Education (ICCE) from 28 Nov - 2 Dec 2005, National Institute of Education, Singapore.
  - Attended the British Education Technology Show at the Olympia from 12 - 15 Jan 2005 and subsequent work attachment with Ultralab, a learning technology research centre at the Anglia Polytechnic University from 17 - 21 Jan 2005.
  - Chairperson of the 5<sup>th</sup> Schools Video Awards (2004), a nation wide competition with the aim of providing a platform for our students to express themselves creatively through the use of video.
- July 2007 - Dec 2007* Pro-bono Intern, Department of Public Information (DPI), United Nations Headquarters, New York City
- Liaison between DPI and the NGO community at the UN.
  - Job scope include organizing and coordinating the DPI/NGO Annual Conference, weekly briefings for the NGO community on global issues and coordinating joint DPI/NGO information programmes.

## SCHOLARSHIPS/ACADEMIC AWARDS/RECOGNITIONS

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- Fulbright Scholarship 2006 (Fulbright Singapore Student Programme)
  - Fulbright programme is a flagship international educational exchange programme sponsored by the Government of the United States of America.
- Alpha Delta Kappa International Teacher Education Scholarship 2006 (awarded by the Alpha Delta Kappa Foundation, USA)
- Tan Kah Kee Postgraduate Scholarship 2006
  - Scholarship awarded by the Tan Kah Kee Foundation (Tan Kah Kee was a well-known philanthropist and an outstanding Chinese leader in Southeast Asia)
- National Construction Silver Medal Award 2001
  - Awarded by the Royal Government of Cambodia, presented by Prime Minister Hun Sen.
- SIF Student Award 1999
  - Awarded by Singapore International Foundation under the SIF-ASEAN Visiting Student Fellowship program.
- National Youth Achievement Award (Pilot Scheme), 1992
  - Awarded by President Wee Kim Wee.
- President's Guide Award, 1989
  - Awarded by President Wee Kim Wee.
- Singapore Girl Guide Association's representative in the Asia-Pacific Environshop "The Earth You Save Today Is Your Earth Tomorrow", Baguio City, the Philippines, 1990.

## COMMUNITY WORK & HUMANITARIAN EXPEDITIONS

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- Volunteer in Lehigh University's SummerSERVE (12 - 19 May 2007)
  - Worked with Sioux YMCA on the Cheyenne River Indian Reservation, Dupree, South Dakota, USA.
  - Initiated the Young Lakota Film-maker Project where I taught Native American children film-making. Their videos can be viewed on [www.youtube.com/watch?v=xPARQrlqD7w](http://www.youtube.com/watch?v=xPARQrlqD7w)
- Volunteer in St Luke's Hospital, Bethlehem, Pennsylvania, USA
 

Fall: Discharged and transported low risk patients by wheelchair, delivered mail, flowers, medical reports, guided patients and visitors, and ran errands. Served as back-up support for various departments.

Spring: Assisted in the delivery of quality patient care by performing essential non-clinically related services for the patients in the Outpatient Dialysis Center.
- Volunteer in Lehigh University's WinterSERVE (2 - 13 Jan 2007)
  - Worked with the Habitat for Humanity team from Warren County to build houses for Hurricane Katrina survivors in Slidell, Louisiana, USA.
- Volunteer in Lehigh University's DC SERVE (7 - 10 Oct 2006)
  - Worked in various soup kitchens and homeless shelters in Washington DC, USA.
- Volunteer in the Singapore Red Cross' Medical Relief Mission (Team 10), Meulaboh, Aceh, Indonesia (10 - 19 May 2005)
  - Assisted in the PMI-SRC Mobile Clinic in the tsunami affected region of Meulaboh.
- Public Relations Head and Organizing Committee member in the YMS Cambodia Experience 2001 in Phum Srash, Ponhea Krek District, Kampong Cham Province, Cambodia (4 - 17 June 2001).
  - A humanitarian community service organized by the Young Muslim Secretariat of the

- Singapore Islamic Religious Council
- Project Manager in the Operasi Raleigh-Batam '98 in Pulau Bertam, Riau Archipelago (5 - 13 Sept 1998) and Publicity Committee member.
    - Led project team responsible for building a school, clinic and mosque.
  - Volunteer in the Operasi Raleigh-Batam in Pulau Geranting, Riau Archipelago (24 Aug - 1 Sept 1996).
    - Project team was responsible for building a school and assisting in a malaria survey.
  - Participant in Operation Beacon, a Springfield Secondary School community project with the White Cane Club (9 - 16 June 1998).
    - Guided the visually-handicapped up Mount Kinabalu, Sabah, Malaysia.
  - Voluntary Tutor for the Yayasan Mendaki Weekend Tuition Scheme (1993, 1997 - 2006)
    - The tuition programme aims to help financially poor students attain better results in their examinations.

## PUBLICATIONS & PRODUCTIONS

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- Book
 

*Gedung Kuning: Memories of a Malay Childhood*  
 A collection of 28 short stories revolving around Hidayah Amin's childhood home, Gedung Kuning (the Yellow Mansion) which was home to the family of Haji Yusoff 'Tali Pinggang' from 1912 to 1999. Gedung Kuning was acquired by the Singapore government in August 1999 under the Land Acquisition Act. What used to be a family home from 1912 is now preserved as a historic building under the Malay Heritage Centre. Through the short stories, readers get a historical narrative detailing the lives of people living in Gedung Kuning and the Malays of Singapore from 1850s to 1999.

ISBN: 978-981-08-4756-2  
 Published by Singapore Heritage Society and Helang Books.
- Articles
 

Hidayah Amin, *Siram and Param*, Karyawan magazine Volume 10 Issue 1, Singapore: Association of Muslim Professionals, July 2009.

Hidayah Amin, *Haji Yusoff 'Tali Pinggang' – Patriarch of Gedung Kuning and Pioneering Malay Entrepreneur*, Karyawan magazine Volume 9 Issue 2, Singapore: Association of Muslim Professionals, January 2009.

Farhan Ali and Hidayah Amin, *The Forgotten Infant: Pre-natal Health and the Future of the Community*, Karyawan magazine Volume 9 Issue 1, Singapore: Association of Muslim Professionals, July 2008.
- Productions – Short Film
 

*Potong Andam* is an old Malay ritual which brides undergo to determine their virginity. The film gives a glimpse of the forgotten ritual and the life of Nur, a modern woman who struggles with her personal beliefs and that of her elders.  
[www.potong-andam-the-film.com](http://www.potong-andam-the-film.com)

- Online

*www.gedungkuning.com*

The website is about Malay ethnography, as portrayed through my family's cultural history. Pockets of interesting history of the Malays, their culture, religion, language, are presented in bytes-size information. The website is created to allow better understanding of the Malays (a minority race in Singapore) who forms about 241 million people in Asia.

*www.singaporekopitiam.sg*

I have my own blog column: *Let's Lepak!* (Let's Chill!) on Singapore Kopitiam website (a Singapore International Foundation's website) – July 2009 to current.

#### PRESENTATIONS & PUBLIC TALKS

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- Singapore Management University (SMU)'s Luchtime Talk Series 2010  
Date: 3 March 2010 (Wednesday)  
Time: 12.30 pm – 2 pm  
Venue: Wee Kim Wee Centre, Lee Kong Chian School of Business, SMU  
Topic: Writing “Gedung Kuning”
- Singapore Heritage Society (SHS) & the National Library Board  
Date: 16 May 2009 (Saturday)  
Time: 2 pm – 4 pm  
Venue: Visitor Briefing Room, National Library  
Topic: Singapore Historic Buildings 101: Gedung Kuning
- American Women's Association of Singapore  
Date: 29 April 2009 (Wednesday)  
Time: 7.30 pm – 9 pm  
Venue: American Club, Claymore Hill  
Topic: Panel presentation with five women from different communities in Singapore talking about four generations of women in their families.
- Anglo-Chinese School (Independent)  
Year 2 Students in the Regional Studies Programme  
Date: 9 April 2009 (Thursday)  
Time: 3.30 pm – 5 pm  
Venue: 121 Dover Road, Singapore 139650  
Topic: Sharing of cultural research experiences - to 'inspire' students on how to conduct research and interact with people from other cultures.

## EDUCATION

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- Master of Science (Instructional Technology) - GPA: 3.8 (completed a 2-year programme in ten months), 2007, Lehigh University, USA
- Bachelor of Arts (Political Science and European Studies) 2001, National University of Singapore, Singapore
- Programme International de Sciences Politiques et Sociales (Political Science, Economics, Philosophy, French, Arabic) 2000-2001, Institut d'Etudes Politiques de Paris, France

## PROFESSIONAL MEMBERSHIP/OTHER ENGAGEMENTS

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- Member of Board of Directors of the Association of Muslim Professionals (AMP), a community self-help group and NGO (Dec 2008 – Sept 2010)
- Management of Young AMP, youth wing of AMP (May 2008 – Sept 2010)
- Member, Media Development Authority (MDA)'s Films Consultative Panel [1 November 2009 – Sept 2010]
- Member of Alpha Delta Kappa, International Honorary Organization for Women Educators
- Member, Fulbright Association, Singapore
- Singapore International Foundation's ASEAN Students Fellowship Alumni

## INTERESTS

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- Enjoy reading, listening to music, outdoor activities, creative art works, writing, community work, humanitarian expeditions, research, networking and traveling ([www.hidayah.amin.blogspot.com](http://www.hidayah.amin.blogspot.com)).

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