



UPSKILLED ✓
EDUCATION

Company Profile

Empowering Malaysians Through Flexible,
Accessible & Career-Focused Education

2026



Company Overview



Upskilled Education is an education-focused organisation dedicated to helping Malaysians access flexible, practical and career-relevant learning opportunities. We connect learners with recognised higher education and TVET pathways, with a strong emphasis on working adults, career advancement, skills development and alternative routes to further education.

Through strategic partnerships with universities and training providers, Upskilled Education supports prospective students from programme discovery and enquiries through to registration and enrolment. Our approach combines digital marketing, education counselling and accessible information to make the journey into higher education simpler and more transparent.

Our Vision & Mission



VISION

To become a trusted education platform that expands access to quality learning and creates better opportunities for Malaysians to build sustainable careers.



MISSION

- Make higher education and skills-based learning more accessible and flexible.
- Connect learners with suitable academic and TVET programmes from reputable institutions.
- Promote lifelong learning and continuous professional development.
- Help working adults pursue education without unnecessarily disrupting their careers.
- Provide clear, practical and student-focused guidance throughout the enrolment journey.

What We Do



Education Programme Promotion

Promote diploma, degree and TVET programmes through digital channels and targeted campaigns.



Student Recruitment & Enrolment Support

Assist prospective students with programme information, eligibility, applications and enrolment coordination.



Digital Education Marketing

Develop campaigns, content and digital marketing strategies to reach prospective learners across Malaysia.



Flexible Learning Pathways

Promote online, ODL, part-time and other flexible study options designed for modern learners.



TVET & Skills Education

Create awareness of skills-based education and career-focused TVET pathways, including alternatives to conventional academic routes.

Our Education Focus



Online & Open Distance Learning (ODL)



Part-Time Diploma & Degree Programmes



TVET & Skills-Based Education



Career-Focused Professional Programmes



Lifelong Learning & Upskilling



Alternative Pathways to Higher Education

Target Learners



Working adults seeking flexible study options



School leavers planning their next education pathway



Learners looking for TVET and skills-based alternatives



Adults seeking career progression or a career change



Professionals interested in upskilling and lifelong learning



Individuals seeking recognised diploma and degree pathways

Our Value Proposition

Accessibility

Helping more Malaysians discover education pathways that fit their circumstances.

Flexibility

Highlighting online, ODL and part-time options suitable for working adults.

Choice

Providing access to a range of programmes, institutions and specialisations.

Career Relevance

Focusing on programmes aligned with employability, skills and professional growth.

Guidance

Making programme selection and enrolment easier through clear information and support.

Institutional & Education Partners



Upskilled Education works with selected universities, colleges and training providers to promote recognised education and skills-development opportunities. Current and recent education initiatives have included programmes associated with institutions such as Universiti Tun Abdul Razak (UNIRAZAK), Universiti Geomatika Malaysia (UGM), Meatech Creative Academy, and selected TVET and skills-training providers.

**UNIVERSITI TUN ABDUL
RAZAK (UNIRAZAK)**

**UNIVERSITI GEOMATIKA
MALAYSIA (UGM)**

**MEATECH CREATIVE
ACADEMY**

**CARSOME TVET
ACADEMY**

Partner and programme information should be updated regularly to reflect current intakes, accreditation status, programme availability and institutional arrangements.

Digital & Marketing Capabilities



Website & Landing-Page Development



Search Engine Optimisation (SEO)



SEM & Paid Search Campaigns



Social Media Marketing & Content Strategy



Digital Artwork & Marketing Collateral



Lead Generation & Student Acquisition



Education-Focused Copywriting & Promotional Content

Our Approach



We believe education should be understandable, accessible and relevant to real-life goals. Our campaigns are designed to communicate programme benefits clearly while helping prospective students identify pathways that match their academic background, career ambitions, schedule and personal circumstances.

Academic Background

Career Ambitions

Schedule

Personal Circumstances

Why Upskilled Education



Student-centred communication



Strong digital education marketing capabilities



Focus on flexible and career-oriented learning



Access to multiple academic and TVET pathways



Practical support throughout the student journey



Commitment to lifelong learning and workforce development

Contact Information

UPSKILLED ✓



Company

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Social Media

Facebook: <https://www.facebook.com/upskilled.education>

Tiktok: <https://www.tiktok.com/@upskilled.education>

Learn. Upskill. Advance.