

ALYA MAISARAH ABDUL RAZAK

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CAREER OBJECTIVE

Motivated and detail-oriented fresh graduate with a bachelor's degree in Information Systems Engineering, seeking to launch a career. Passionate about creating user-friendly, visually appealing, and responsive web interfaces using modern technologies. Committed to continuous learning, contributing to innovative projects, and delivering high-quality solutions that enhance user experiences. Looking for opportunities to grow professionally within a dynamic and collaborative environment.

WORK EXPERIENCE

Marketing

(August 2023 – Present)

Stearx International, Puncak Alam

- Strategically planned and executed social media campaigns to promote the product and successfully achieving and exceeding target follower growth by 65% within a year.
- Created engaging visual and written content (posts, reels, stories) to boost brand awareness and audience engagement.
- Implementing targeted social media ads, resulting in 40% increase in leads/sales.
- Analyzing insights using Meta Business Suite & Google Analytics to refine strategies and improve campaign effectiveness.

Internship

(April 2023 – August 2023)

Stearx International, Puncak Alam

- Performed a variety of tasks, including designing, marketing, and production.
- Designed posters and edited videos, contributing to 80% of the company's marketing materials during the internship period.
- Collaborated with the production team, increasing productivity by 30% to help meet tight production deadlines.
- Designed a label sticker for one of their products, showcasing creativity and attention to detail.

Internship

(August 2020 – September 2020)

Webe Sales and Services, Kuala Terengganu

- Provided services and marketing for UNIFI, such as promoting UNIFI on social media, creating posters and videos, and facilitating new customer registrations, to enhance connectivity.
- Achieved 40% of the sales target through effective social media campaigns and promotional strategies.

EDUCATION

Bachelor Information Systems (Hons.) Information Systems
Engineering, Universiti Teknologi Mara, Shah Alam

(March 2021 – August 2023)

- GPA: 3.07
- Final Year Project: Rebong Bakery Ordering System – Developed a comprehensive ordering platform for an SME.

Diploma in Computer Science, Universiti Teknologi Mara,
Kuala Terengganu

(June 2018 – February 2021)

- GPA: 3.22

Sekolah Menengah Kebangsaan Puncak Alam, Kuala
Selangor

(January 2013 – December 2017)

- Sijil Pelajaran Malaysia (SPM)

ACADEMIC PROJECTS

Title: Rebong Bakery Ordering System (Final Year Project) (2022)

- A final-year project for the degree.
- Developed a web-based ordering system using HTML, CSS, PHP, and JavaScript. Also utilized MySQL as the database.
- Collaborated with the owner of Rebong Bakery to develop the system for staff and customers.
- All requirements were documented in a Software Requirement Specification and Software Design Document to ensure the success of the entire development process.
- The system included a comprehensive catalog of products or services, providing detailed information such as descriptions, prices, and available quantities.
- The system instigated the order processing workflow, encompassing the verification of product availability, confirmation of pricing, and computation of the total cost, inclusive of taxes and shipping fees.

Title: E-Services Devices System (2022)

- Collaborated with The Apple Studio, a service shop that offered repairing a variety of devices such as smartphones, laptops, and tablets.
- Developed a web-based repairing devices system using HTML, CSS, PHP, and JavaScript. Also utilized PostgreSQL as the database.
- Documented all system requirements in a Software Requirement Specification (SRS) and Software Design Document (SDD) to align with stakeholder expectations and ensure a smooth Software Development Life Cycle (SDLC).
- Designed a system facilitating consultation workflow between technicians and administrators, reducing scheduling conflicts by 50% and improving communication efficiency.
- Conducted comprehensive testing, improving system efficiency and reducing bugs by 45%, detailed in a Software Testing Document.

STRENGTHS & SKILLS

Soft Skills	Technical Skills	Language Skills
<ul style="list-style-type: none">• Team collaboration• Punctuality and reliability• Effectives communication• Problem-solving• Leadership abilities• Time management• Adaptability and quick learning• Responsibility and dependability	<ul style="list-style-type: none">•Web development: HTML, CSS, JavaScript•Programming Languages: Java, C++, PHP•Frameworks/Libraries: React.js, Node.js, Bootstrap•Database: MySQL•Software Proficiency: Microsoft Office (Word, PowerPoint, Excel)•Version Control: Git, GitHub•Design & Prototyping Tools: Adobe Creative Suite, Figma, Canva	<ul style="list-style-type: none">• Malay - Fluent• English - Intermediate• Korean – Basic• Mandarin – Beginner

Certifications:

- Get Started with Figma (Deprecated Guided Projects)
- Build a free website with WordPress (Coursera Project Network)
- Java Certified Foundations Associate (Oracle Certified Foundations Associate)
- Certified in Java Developer – Convergence Certification and Skill Development Council (CCSD)