

NOOR AIMI ASYIKIN MOHAMAD ZAINI

CLASSIFICATION, QC ANALYST

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PROFESSIONAL SUMMARY

Data-driven professional with 3+ years of experience in classification, quality control, and data analysis within the media measurement industry. Proven expertise in data validation, streaming analytics, BI reporting, and issue management across multiple global markets. Passionate about leveraging AI/ML tools, Python, and automation to enhance data accuracy and efficiency.

WORK EXPERIENCE

CLASSIFICATION, QC ANALYST

NIELSEN AUDIENCES MEASUREMENT | JANUARY 2022 - CURRENT

- Digital Content Classification & Quality Assurance
 - o Managed and classified digital content across multiple platforms, ensuring high accuracy and compliance with industry standards.
 - o Assigned Parent (P), Brand (B), and Channel (C) to digital domain URLs, ensuring correct categorization.
 - o Maintained a 90%+ Quality Control (QC) score, ensuring precision in classification tasks.
- Data Validation & Streaming Quality Assurance
 - o Conducted Pre-Delivery Data Checks and Reel Monitoring for multiple global markets (Ireland, Slovenia, Greece, Italy, Sweden, Germany, Nordic regions).
 - o Escalated failure alerts and streaming anomalies, proactively identifying issues before they impacted data integrity.
 - o Ensured timely, error-free data validation and delivery, maintaining compliance with Service Level Agreements (SLAs).
- Global Data Delivery & Issue Management
 - o Managed daily, weekly, and monthly data processing tasks, delivering high-quality audience measurement data across regions.
 - o Led SDK Delivery Tasks for Germany, Greece, and multiple European markets, ensuring smooth data pipeline operations.
 - o Implemented Zabbix/MediaWorks alerts & UBO/Pollux Checks, quickly escalating critical data issues to ensure system reliability.

- DP Commspoint & Data-Driven Decision Making
 - o Completed an intensive 2-month training in DP Commspoint, gaining expertise in media strategy, audience segmentation, and predictive analytics.
 - o Developed skills in data-driven decision-making, campaign optimization, and audience research insights.
 - o Enhanced ability to support cross-functional projects, integrating BI, analytics, and marketing data to improve strategic decisions.

- Certifications & Achievements
 - o Completed IBM Data Science Foundations (2024) and The Data Science Bootcamp (2024), strengthening Python, Machine Learning, and AI expertise.
 - o Twice recognized as Monthly Team Player (2024) for collaboration and problem-solving.
 - o Received formal recognition from stakeholders for enhancing data delivery efficiency and providing critical team support.

Skills: Data Classification · Quality Control · Data Validation · Issue Management · BI Reporting · Streaming QC · Python · Spotfire · Process Automation

BUSINESS DEVELOPMENT ENGINEER

TANJAK TECHNOLOGIES SDN BHD | JANUARY 2021 - OCTOBER 2021

- Tender & Contract Management: Successfully secured three tenders and was shortlisted for three additional contracts, contributing significantly to company growth.
- Procurement & Budgeting: Managed end-to-end procurement processes, ensuring efficient resourcing, budgeting, and cost management while maintaining compliance with contract requirements.
- Strategic Problem-Solving: Engaged proactively in resourcing, budgeting, and issue resolution, showcasing a solution-oriented approach to procurement and project execution.
- BOQ & Documentation Accuracy: Involved in planning, budgeting, and editing Bill of Quantity (BOQ) and tender documentation, ensuring accuracy and completeness for competitive bids.
- Procurement Cycle Management: Handled Purchase Orders (PO), Delivery Orders (DO), and payment claims, ensuring a streamlined procurement cycle and financial accuracy.
- Inventory & Pricing Oversight: Meticulously managed inventories and maintained purchase and pricing records, ensuring cost efficiency and budget adherence.
- Supplier & Stakeholder Relations: Built strong relationships with suppliers, distributors, and principals, enhancing the company's reputation and securing favourable procurement terms.
- Contract Monitoring & Compliance: Monitored ongoing contract progress, proactively addressing issues and bottlenecks for seamless contract execution and delivery.

Skills: Procurement · Budgeting · Tender Documentation · Inventory Management · Contract Negotiation · Vendor Relations · Financial Oversight

MATHEMATICS EDITOR

OXFORD FAJAR MALAYSIA | JANUARY 2019 - AUGUST 2019

- Successfully published 12 educational books within an 8-month timeframe, ensuring high-quality learning materials for students.
- Edited IGCSE-syllabus student books and workbooks (Year 4-6) for the Indonesian market, ensuring content accuracy and curriculum alignment.
- Edited KSSM-syllabus exercise and reference books (PMR & SPM) for Malaysian students, enhancing subject comprehension.
- Collaborated with Indonesian and Malaysian authors, educators, and subject matter experts to develop engaging and effective educational content.
- Rewrote and refined manuscripts to improve clarity, readability, and educational impact while maintaining pedagogical integrity.
- Conducted thorough proofreading of printed materials, ensuring grammatical accuracy and compliance with publishing standards.
- Ensured educational materials adhered to national and international syllabus requirements.
- Managed and tracked publication schedules, coordinating with designers and production teams to meet deadlines.

Skills: Proofreading · Manuscript Editing · Content Development · Curriculum Alignment · Publishing Coordination · Educational Writing

EDUCATION HISTORY

MASTER OF SCIENCE (MATHEMATICS)

UNIVERSITI SAINS MALAYSIA (USM) PULAU PINANG

- CGPA of 3.80/4.00.
- Enrolled in a mixed-mode program that focused on in-depth knowledge of computational mathematics & engineering mathematics.
- Conducted research in applied mathematics, leading to the dissertation: "The Effect of Temperature-Dependent Viscosity on Free Convection Boundary Layer Flow Over an Isoflux Horizontal Circular Cylinder in A Nanofluid".

BACHELOR OF SCIENCE (HONS.) MATHEMATICS

UNIVERSITI TEKNOLOGI MARA (UITM) KELANTAN

- CGPA 3.62/4.00, earning a 1st Class Bachelor Award.
- Specialized in mathematics, applied mathematics, and statistics.
- Sponsored by Jabatan Perkhidmatan Awam (JPA).
- Completed Mandarin as a third language for three semesters.
- Completed a four-month practical training at SOCSO Alor Setar, with rotations in four departments: Administration, Accounts, Enforcement, and Benefits & Rehabilitation.

DIPLOMA IN QUANTITATIVE SCIENCE

UNIVERSITI TEKNOLOGI MARA (UITM) KEDAH

- CGPA 3.65/4.00
- Focused on mathematics, statistics, accounting, and programming languages.

CERTIFICATIONS & TRAINING

- ✦ March 2025 : Fundamentals of Data Visualization in Tableau (Ongoing)
- ✦ March 2025 : Data Science Bootcamp Complete Data Science Training: Math, Statistics, Python, Advanced Statistics in Python, Machine and Deep Learning
- ✦ February 2025 :EF SET English Certificate 75/100 (C2 Proficient)
- ✦ February 2025 : Power BI Masterclass from Scratch in 90 Minutes
- ✦ November 2024 : Data Science Foundations – Level 1 & 2 (IBM)
- ✦ February 2024 : EMM Coder Certificate Access
- ✦ July 2023 : Netview Coder Certificate Access
- ✦ August 2022 : Big Data Analytics 101 (CADS Online)
- ✦ March 2022: Yayasan Peneraju Certificate: Data Labelling for the Future of Artificial Intelligence

SKILLS

- Programming & Data Analysis: Python, SQL, MATLAB, Fortran, C++
- Data Tools & Platforms: AWS, JupyterLab, GitHub, WinSCP, OWL, SPSS, ARENA, Maple
- Other Tools: Microsoft Office Suite (Word, Excel, PowerPoint), Google Workspace
- Specialized Knowledge: Big Data, AI, Data Mapping, Web Domains, Streaming Data
- Languages: Malay (native) and English (Proficient)

OTHER INFORMATION

- Github: @aimiaasyikin
- Portfolio