

# Farkhana bt Ali

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## Objective

- I am seeking employment with a company or organization where I can grow professionally and personally.
- I seek challenging opportunities where I can fully use my skills for the success of the organization.
- I want to succeed in a stimulating and challenging environment that will provide me with advancement opportunities.
- I want to excel in this field with hard work, perseverance and dedication.
- I want a highly rewarding career where I can use my skills and knowledge for organizational and personal growth.
- I am seeking a company or organization where I can use my experience and education to help the company or organization meet and surpass its goals.
- I want to succeed in an environment of growth and excellence to meet personal and organizational goals.
- I am seeking a competitive and challenging environment where I can serve your organization and establish a career for myself.

## Education

SPM | 2009 | SMK SUNGAI BAYOR

· Result: 4A2B3C1E

- Major: Tourism Managements
- Final Cgpa: 3.61

## Skills & Abilities

### MANAGEMENT

- I have experience in managing, planning and coordinating a few tours and also events from my past job. I am easy and willing to learn new things and easy to work in a team. I have experienced on dealing with dateline and work in stress environment.

### SALES

- I have used to work in a sales and marketing agency as a sales officer. I've been a top producer of the month for Dec 2012 with total volume of RM111,000 sales.

### COMMUNICATION

- While I'm working in the marketing and sales agency, I also do telemarketing which I do calls to attract clients. As a front line, I have experience working in a travel agency located in the KL Sentral which well known as busy one stop Centre. There are a lot of walk-in tourist seek for advice and also for tickets and hotels reservation.

### TICKETING

- I am good in airlines ticketing and reservation system of Galileo and also Amaedeus.

### MARKETING

- For one and half year I've been working as marketing exec in a F&B company, I had learn and implemented a lot of marketing skills and techniques since I've went to few marketing and business courses. For this time being I have achieve to bring up my company restaurant reputation to a new level as top 5 best restaurant in town since 3 years they are existed.

## Experience

### SALE OFFICER | BRIGHT STAR MARKETING SDN BHD | DEC 12-FEB 13

- Do calls and arrange appointments with potential clients
- Entertain and explain to the clients about our products
- Follow up with clients
- I have been announced as The Top Producer on Dec 2012

### TICKETING AND TOUR CONSULTANT | TRAVEL MOSTER SDN BHD | MAR 13-JUNE 13

- Do online and system airline booking (Amadeus)
- Consult and assist customer on call or walk in basis regarding their flight, accommodation, transportation, tour, and also providing information about Malaysia
- Preparing tour package
- Filing and sorting related documents
- Handling visa preparation for domestic and international travels.

**EVENTS SUPERVISOR | TASTY TOUCH CATERING SERVICES | JULY 13-OCT 14**

- Planning, control and manage events
- Find supplier and raw materials for the events
- Preparing the equipment required for each events
- To ensure the food have been prepared and delivered on time
- Setup and decorate buffet line
- Monitoring the flow of each events and dealing with the clients and guest
- In charge in special theme decoration such as Hari Raya, Chinese New Year and etc.
- I have been handling big event such as Chinese New Year Celebration of Sapura Holdings with special request of stage and backdrop decoration and got credit for the décor. Others, I've also in charge in the preparation of Sepak Mula FIFA World Cup 2014, organize by Kosmo and they interested to write an article about our company due to their interest of our food and also services.

**TICKETING OFFICER | MJ HOLIDAYS SDN BHD | NOV 14-DEC 14**

- Do online and system airline booking (Galileo)
- Consult and assist customer on call basis regarding their flight, accommodation, transportation, and tour.
- Preparing tour package
- Filing and sorting related documents
- Handling visa preparation for domestic and international travelers.

**MARKETING EXEC | MOHAMMAD CHOW RESTAURANT SDN BHD | JAN 15-OCT 16**

- Plan and execute new campaign and marketing strategy for online and offline basis
- Track, report and do post mortem on campaign results, traffic and sales
- Do sales for catering from engaging with new leads down to supervising event flow
- Find supplier for catering and campaign needs
- Facebook ads

**MARKETING EXEC | UNITED BUSINESS MEDIA (M) SDN BHD | JAN 15-OCT 16**

- Plan and execute new campaign and marketing strategy for philbeauty show in Philippines
- Track, report and do post mortem on campaign results and traffic
- Do sales for catering from engaging with new leads down to supervising event flow
- Maintain website (cms) and do e direct mailers (adestra)
- Facebook ads
- Seek and secure media partner
- Manage and coordinate show itineraries

## References

1. MS HARYANI  
HR DEPARTMENT  
MOHAMMAD CHOW RESTAURANT SDN BHD  
0192414166