

# NUR ASYIQIN BINTI AHMAD

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Portfolio: [asyiqinnn11111-UI.github.io/WHEGROUP-FINALLOOK](https://github.com/asyiqinnn11111-UI/WHEGROUP-FINALLOOK)

## PROFESSIONAL SUMMARY

Dynamic Sales and Marketing Executive with exceptional track record in real estate, achieving 100+ unit sales within first year for SPEKTRA HOUSE development. Proven expertise in digital marketing innovation, web development, and integrated marketing strategies. Successfully developed enterprise-level digital platforms from scratch, combining technical proficiency with strategic business acumen to drive measurable results. Skilled in leveraging data analytics, CRM systems, and cutting-edge digital tools to optimize customer engagement and exceed business objectives.

## CORE COMPETENCIES

Real Estate Sales and Business Development • Web Development and Digital Marketing • Property Management and Operations • Client Relationship Management • Team Leadership • Data Analytics and Business Intelligence • Strategic Planning • CRM Systems

## PROFESSIONAL EXPERIENCE

### Senior Sales and Marketing Executive

WHE Contract Sdn Bhd, Sibu, Sarawak | November 2024 to Present

#### Digital Innovation and Marketing:

- Independently designed and developed a full-featured luxury property showcase website from scratch, incorporating interactive property displays, real-time contact integration, Google Analytics tracking, and premium UI/UX elements for high-value developments ranging from RM325,000 to RM430,000
- Implemented data analytics systems to track customer engagement metrics, optimize marketing strategies, and generate actionable insights for business growth

#### Sales and Client Management:

- Achieved exceptional sales performance of 100+ residential units within 12 months for SPEKTRA HOUSE development (RM100,000-RM198,000 range)
- Consistently exceeded monthly sales targets through strategic lead generation, effective client qualification processes, and efficient deal closing techniques
- Managed complete end-to-end sales cycles from initial prospect contact through needs assessment, property presentation, negotiation, and contract finalization
- Cultivated long-term client relationships through personalized service, proactive communication, and consistent delivery of exceptional results
- Served as primary point of contact for high-value clients, addressing complex inquiries and ensuring seamless purchasing experiences

#### Building Operations and Maintenance:

- Maintained comprehensive records of all building maintenance activities including work orders, task completion tracking, and inventory management, resulting in improved operational efficiency and reporting accuracy
- Conducted regular thorough building inspections to proactively identify maintenance issues and implement timely corrective action plans

- Enhanced tenant satisfaction rates through rapid response to maintenance requests, transparent communication, and quality service delivery

### **Sales Associate**

*Y & Y Trading, Kuching, Sarawak | April 2018 to December 2024*

- Consistently achieved and exceeded monthly sales targets through implementation of effective sales strategies, deep product knowledge, and customer-centric approach
- Developed and maintained strong customer relationships that drove repeat business, referrals, and sustained revenue growth

### **Admin Officer**

*Koperasi Yayasan Guru Sdn Bhd, Kuala Lumpur | January 2020 to March 2020*

- Created, prepared, and delivered comprehensive reports and presentations to multiple departments and stakeholders
- Maintained accurate financial records ensuring timely processing of invoices, payments, and monthly financial reports

### **Service Crew**

*AEON Molly Fantasy, Kuching, Sarawak | January 2015 to September 2015*

### **Cashier**

*Everwin Sibu, Sibu, Sarawak | April 2014 to November 2014*

## EDUCATION

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### Diploma in Cooperative Management

*ICOOP College (Maktab Koperasi Malaysia)*, Petaling Jaya, Selangor | Graduated March 2018

- Dean's List Honors, 2016
- Completed Professional Internship at Suruhanjaya Koperasi Malaysia Bahagian Sibu, 2018

### High School Diploma

*Sekolah Menengah Teknik Sibu*, Sibu, Sarawak | 2013

## TECHNICAL SKILLS

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Web Development and Design (HTML, CSS, JavaScript) • Microsoft Power BI (Business Intelligence) • Data Analytics and Reporting • Digital Marketing and Content Creation • Google Analytics • CRM and Analytics Systems • Microsoft Office Suite (Excel, Word, PowerPoint)

## LANGUAGES

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Malay (Native) • English (Fluent) • Indonesian (Proficient)

## PORTFOLIO

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Luxury property website featuring WHE Group's premium developments: [asyiqinnn11111-ui.github.io/WHEGROUP-FINALL00K](https://asyiqinnn11111-ui.github.io/WHEGROUP-FINALL00K)

Professional portfolio showcasing sales achievements and web development projects available upon request