

NUR ASYIQIN BINTI AHMAD

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PROFESSIONAL SUMMARY

Dynamic Sales & Marketing Executive with exceptional track record achieving 100+ unit sales within 12 months. 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. Skilled in leveraging data analytics, CRM systems, and cutting-edge digital tools to optimize customer engagement and exceed business objectives.

PROFESSIONAL EXPERIENCE

Senior Sales and Marketing Executive | WHE Contract Sdn Bhd, Sibu | Nov 2024 - Present

- Achieved exceptional sales performance of 100+ residential units within 12 months for SPEKTRA HOUSE development (RM100,000-RM198,000 range) through strategic lead generation and effective client qualification processes
- Independently designed and developed full-featured luxury property showcase website with interactive displays, Google Analytics tracking, and premium UI/UX elements for high-value developments ranging RM325,000-RM430,000

Sales Associate | Y & Y Trading, Kuching | April 2018 - Dec 2024

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

Admin Officer | Koperasi Yayasan Guru Sdn Bhd, Kuala Lumpur | Jan - Mar 2020

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

Service Crew | AEON Molly Fantasy, Kuching | Jan - Sept 2015

- Delivered exceptional customer service in high-traffic entertainment facility, managed customer transactions efficiently, handled guest inquiries professionally, and ensured overall customer satisfaction through proactive engagement and attention to detail

Cashier | Everwin Sibu, Sibu | April - Nov 2014

- Processed customer transactions accurately and efficiently, maintained cash register operations with zero discrepancies, handled high-volume sales periods during peak hours, and consistently provided excellent customer service resulting in positive customer feedback

EDUCATION

Diploma in Cooperative Management | ICOOP College (Maktab Koperasi Malaysia), Petaling Jaya | March 2018

Dean's List Honors, 2016 • Professional Internship at Suruhanjaya Koperasi Malaysia Bahagian Sibu, 2018 • High School Diploma: Sekolah Menengah Teknik Sibu, 2013

CORE COMPETENCIES

Sales & Marketing:

Strategic Sales Planning • Client Relationship Management • Lead Generation • Market Analysis • Revenue Generation • Customer Service Excellence

Technical Skills:

HTML5/CSS3/JavaScript • Microsoft Power BI • Google Analytics • CRM Systems • GitHub/Version Control • Microsoft Office Suite

Languages:

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

Digital Marketing:

Content Creation • Campaign Development • Data-Driven Strategy • Social Media Marketing