

NORAZLY BASARIAN

**Web:**

<http://nbasarian.com>

Email:

azly@nbasarian.com

Technical Skills

1. Mac OS
 2. Windows OS
 3. Windows Office
 4. Wordpress
 5. Content Management System
 6. Hootsuite
 7. Content Creation
 8. Project Management Tools
 9. Adobe Photoshop
 10. Google Analytics
-

Soft Skills

1. Client Relations
 2. Critical Thinking
 3. Presentation Skills
 4. Analytical Thinking
 5. Decision Making
 6. Multitasking
 7. Attention to Detail
 8. Strategic Thinking
 9. Team Player
 10. Coaching/Mentoring
-

PROFESSIONAL SUMMARY:

Dynamic and results-oriented professional with hands-on experience in social media content management, insurance sales, and branding. Adept at crafting compelling digital content, driving brand visibility, and building customer relationships. Proven ability to manage projects, meet targets, and work across cross-functional teams in both corporate and agency environments.

WORKING EXPERIENCE:**Takaful Consultant, Great Eastern Takaful — 2013-2024**

- In my role as a Takaful Advisor at Great Eastern Takaful in Kota Kinabalu, Sabah, Malaysia, I focused on establishing strong client relationships, conducting sales and marketing activities, and recruiting new agents to grow the agency force. I prepared detailed reports on initiatives' progress and implemented marketing strategies to stay competitive in the industry.

Liaison Officer, Malaysia External Trade Development Corp — 2007-2012

- In my role as a Liaison Officer at Malaysia External Trade Development Corporation (MATRADE), I oversaw strategic business goals alignment, initiated impactful cross-industry collaborations, and evaluated partnership success to inform future strategies. I supported senior leadership in daily operations planning and execution, ensuring consistency with core objectives.

Collection Executive, Citibank Berhad — 2006-2006

- In my role as a Collections Officer at Citi Bank in Kuala Lumpur, I was responsible for reminding customers to make prompt payments on their credit card and personal loan facilities. I also prepared detailed reports on collection performance to track progress and identify areas for improvement. Through my efforts, I achieved a 15% increase in on-time payments, contributing to the overall financial health of the company.

EDUCATION:

- Multimedia University, Cyberjaya - Bachelor in Accountancy – 2006
- University Technology MARA (UiTM) - Diploma in Accountancy - 2000

CERTIFICATIONS:

1. Pre Contract Examination for Insurance Agents (PCEIA) & Certificate Examination In Investment-Linked Life Insurance (CEILLI) - Malaysian Insurance Institute - 2010
2. Takaful Basic Examination (TBE) - Malaysian Takaful Association - 2010