

ABDUL AZIM BIN RAZALI



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Personal Details

Age : 30
Date of Birth : 30 September 1986
Gender : Male

Educational Background

2005 – 2009 **Multimedia University (MMU), Cyberjaya Campus, Selangor Malaysia**
Bachelor of Business Administration (Management with Multimedia)

2003 – 2004 **Negeri Sembilan Matriculation College**
CGPA: 3.18

1999 – 2003 **Sijil Pelajaran Malaysia (SPM)/Malaysian Education Certificate**
Machang Science Secondary School
9As Straight scores

Working Experience

Specialties

- **Programmatic Buying (Rubicon Project)**
- **Video Advertising through Tead TV**
- **Digital Advertising Management(Online Ads) : Google DoubleClick (DFP), OpenX, DCM, Sizmek**
- **Web Analytic : Google Analytic, Effective measure**
- **Maximizing revenue through Google Ad Sense**
- **3rd party ad server (Sizmek platform)**
- **Develop Inventory Management System, Standard Operating Procedure and Creative production guideline.**
- **E-newsletter: EMM, Simplycast**
- **SMS Blast : gosms/mobile emarketing**
- **Social Media Platform : Facebook, Twitter, Instagram, Hootsuite**

Sr Digital Ad Ops Manager

Mediacom & Connect GroupM

February 2016 - present

- Working closely with Media planner in Kuala Lumpur for campaign execution. Provide Media planner/client with detailed weekly reporting, including performance summary and optimization recommendations.
 - Responded to inventory requests and tech spec inquiries.
 - Worked closely with Finance to ensure proper revenue recognition & billing on a monthly basis.
 - Developed, designed and maintained standard processes and workflow for Operations.
 - Provide second level of technical support to all advertising campaigns, which included troubleshooting underperforming, or under-delivering campaigns, and discrepancies.
 - Worked with sales team by leveraging both prior campaign experience and in-depth knowledge of available products and solutions to grow and renew client business.
 - Coordinated the launch, management and optimization of advertising campaigns from third party partners
 - Provide regular status updates and reports to the internal team, the client, and regional sales management regarding outstanding campaign deliverable, timelines and suggested next steps.
- Manage all digital implementers/ads Op executive in making sure all process run smoothly.

Group Ads Operation Manager

iCarAsia Limited

February 2013 – February 2016 Present (3 years 1 months) Menara UOA Bangsar, Kuala Lumpur, Malaysia

- Accountable for all online display operational aspects of the display ads in iCarAsia Ltd business

- Managed all aspects of ad campaign fulfillment including project management, ad testing and campaign scheduling for **Carlist.my**, **LiveLifeDrive.com** (Malaysia), **Autospinn.com**, **Thaicar.com**, **One2Car.com** (Thailand) and **Mobil123.com** (Indonesia).
 - Trouble-shoot delivery and/or creative issues that may occur while the campaigns are in progress.
 - Working closely with digital sales team in Bangkok, Jakarta and Kuala Lumpur for campaign execution.
- Provide Sales team with detailed weekly reporting, including performance summary and optimization recommendations.
- Responded to inventory requests and tech spec inquiries.
 - Worked closely with Finance to ensure proper revenue recognition & billing on a monthly basis.
 - Developed, designed and maintained standard processes and workflow for Operations.
 - Provide second level of technical support to all advertising campaigns, which included troubleshooting underperforming, or under-delivering campaigns, and discrepancies.
 - Worked with sales team by leveraging both prior campaign experience and in-depth knowledge of available products and solutions to grow and renew client business.
 - Coordinated the launch, management and optimization of advertising campaigns from third party partners
 - Provide regular status updates and reports to the internal team, the client, and regional sales management regarding outstanding campaign deliverable, timelines and suggested next steps.

Social Media Strategist - New Media Department

Ntv7

September 2012 – December 2012 Sri Pentas, Bandar Utama PJ, Malaysia

- Developing content for posting on all designated ntv7 social media platform.
- Working closely with marketing team in campaign execution
- Responsible for daily post/tweets to all ntv7 social media platform
- Other duties include coordinating the marketing calendar with online activity, tracking social media influence measurement, partnering with other departments to ensure proper online messaging and relevancy, ensuring consistency of messages across multiple networks- in traditional media channel.
- Responsible to update the event during press conference via social media platform.
- Act as front line brand manager by interacting with customers and fans in real time on various web platforms

March 2011 – June 2012

iProperty.com Malaysia

Campaign Manager

45-6 Boulevard, Midvalley, Bangsar KL.

- Update social media platform (Facebook, Twitter, Instagram)
- Plan campaigns & promotion for programs by Brand Management Group
- Experience in online Agency planning, trafficking role, creative accounts

- Knowledge of ad serving technologies and the challenges or opportunities they present including:
- How click, sales and impression tracking work
 - 3rd party tagging and tracking
 - Identify tracking differences/issues with the ability to solve quickly when they arise
 - How to set up/track flash and rich media executions
- Knowledge of commercial deal structures within an internet environment
- Ability to manage budget and inventory
- Proficient in Microsoft Office Applications (Word and Excel)
- Proficient in both written and spoken English
- Run contests & Giveaways
- Fulfill client/ Partner commitments for social media
- Managing Online ads campaign For iProperty.com, Thinkproperty.my iluxuryasia.com website using OpenX, Double Click (DFP SB), Media Mind.
- Manage Team 5-6 members (Coordinators)
- Work with iProperty internal resources ,IT team (Software engineers), Creative Department) (Display Sales Team), Creative Agencies and advertisers to create online display banners
- Inventory Management & Online Ad Operations
- Provide sales and operation support to digital sales team
- Leading a small ad operations team for campaign trafficking, pre and post campaign management.
- Manage campaign performance and optimization client's expectation and technical aspects.(Forecast on impression to be provided to each clients)
- Provide post campaign report analysis and recommendation.
- Work closely with management team on streamlining operations process and campaign solutions.
- Reporting and analysis of ad inventory and delivery for sales team and management team.
- Coordination with Marketing, Editorial, Creative & Sales Team.
- Work with Google (DFP) and Operation team on campaign development and deployment of custom ad solutions.
- Create web listings (Malaysia and International) and maintain the quality of Ideveloper system

February 2010 – March 2011

iProperty.com- Sales and Online Advertising Coordinator

- Managing Online campaign For iProperty.com, iluxuryasia.com website using OpenX and Double Click (DFP)
- Work with iProperty internal resources ,IT team (Software engineers), Creative Department) (Display Sales Team), Creative Agencies and advertisers to create online display banners
- Manage Web Inventory

- Create web listings (Malaysia and International) and maintain the quality of ideveloper system

April 2008 – December 2008

HSBC Global Support Executives (USA credit card department)

- Answer and handle American customer inquiries and grievances
- To manage enquiries and resolve customer complaints over the phone.
- Managing and handling customer inquiries, complaints & resolve within a specified time frame.
- Following up with clients via biz letters, reports etc.

Co-curricular Activities/ Awards & Recognition

June 2013	Execute online campaign Super GT- Sepang
May 2012	Attended DFP SB product training/Seminar in Google Singapore
May 4-6 2012	Emcee at iProperty.com EXPO (Property Event) Mid Valley Exhibition Centre
July 2011	Best Employee of the Month Award in iProperty.com
Nov 5-6 2011	Emcee at iProperty.com EXPO (Preferred Collection) Sunway Pyramid Exhibition Centre
June 17- 19 2011	Emcee at iProperty.com EXPO (Luxury Collection) Showcasing Malaysia & International Luxury Properties Kuala Lumpur Convention Centre, KLCC
Feb 09-April 09	Project Leader (Undergraduate Seminar-Career Development Plan)
July 2007 – June 2009	MMU DJ club (English DJ) Cyberjaya Provide latest update for university students regarding events in university and Cyberjaya area
March 2007 – April 2007	VOICES (International Debating Society) Involved in Local and International debates competition
Jan 2000 – 03	SBP Debate Club (Secondary School) Involved in Malaysian School Debating championship.

Additonal Skills

Languages - Fluent in English and Malay Language (written and spoken)
