

FINA AILEEN SORAYA

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PROFILE

I am a diligent and resilient business graduate who is always eager to contribute using the skills I have gained, and to gain more knowledge and experience in various fields. I can work efficiently alone or with others, and I am passionate about implementing sustainable practices and making a positive difference in this world.

WORK EXPERIENCE

BUSINESS CONSULTANT, MONASH INSTITUTE OF MEDICAL ENGINEERING

July–October 2023

- Collaborated in a team of 4 to assist clients on their medical product undergoing the development stage.
- Executed risk assessment for clients' business project that reduces risk by 20% with a focus on product regulation processes.
- Presented findings and solutions for the clients' business problems in front of a panel of judges, an audience of 60 business consultants along with their respective clients.

SOCIAL MEDIA MARKETING ASSISTANT, CHERENGIN HILLS CONVENTION AND SPA RESORT

September 2021–February 2022

- Achieved a follower growth of 70% across the company's Facebook and Instagram pages within 6 months.
- Assisted sales team in reaching a bigger audience via ads and contacting targeted corporations via cold calling, emails and social media to turn them into potential customers.
- Increased online engagement rate between the firm and its customers by 60% through posting more and interacting more actively via answering inquiries and feedback.

EDUCATION

MONASH UNIVERSITY, BACHELOR OF BUSINESS

Class of 2023

Double Major in International Business and Marketing, Minor in Economics and Business Strategy

- Cumulative Grade Point Average (CGPA): 3.643

SUNWAY COLLEGE, AUSTRALIAN MATRICULATION (AUSMAT)

Class of 2020

Western Australian Certificate of Education (WACE)

- Australian Tertiary Admissions Rank (ATAR): 83.25

SMK USJ 12

Class of 2019

Malaysian Certificate of Education (SPM)

- Straight 9As

SKILLS

- **Adaptability**
- **Collaboration and Teamwork**
- **Leadership and Communication Skills**
- **Marketing and Sales**
- **Entrepreneurship**
- **Business Consulting**
- **Copywriting**
- **Microsoft Office** – Excel, PowerPoint, Word etc.
- **Video Editing** – iMovie, Final Cut Pro
- **Design and Photo Editing** – Canva, Adobe Photoshop, Adobe Illustrator
- **Google** – Docs, Forms, Drive, Slides etc.

EXTRA-CURRICULARS

MONASH UNIVERSITY

Vice President · Malaysian Students' Society · 2021 (Sem 2)

- Worked closely with the president in managing 15 committee members and 70 club members.
- Supervised and oversaw the committee and club's overall activities.
- Organised weekly activities that comply with lockdown restrictions to improve engagement within the club and with students from other society clubs during the pandemic.

Marketing Officer · Malaysian Students' Society · 2021 (Sem 1)

- Assisted in content creation, design and copywriting using tools such as Canva and Adobe.
- Engaged with members through various media channels e.g. newsletter, SMS and social media, facilitating the process using communication tools such as Mailchimp.
- Designed posters for 4 events that garnered over 300 likes and shares in total.

SMK USJ 12

School's Main Representative · UNICEF #ENDViolence Campaign · 2018–2019

- Presented on the topic of bullying in front of students from other schools, celebrities and politicians.
- Implemented welfare activities for marginalised students in school e.g. free daily breakfast program.

Camp Leader · Prefectorial Board Annual Camp · 2016–2018

- Led and supervised around 120 prefects throughout 3 separate annual camps.
- Achieved an increase in camp attendance every year, to a near 100% in 2018.
- Managed every camp activity to ensure smooth operations throughout each camp.

Vice Chairperson · Drama Club · 2019

- Oversaw and guided all decisions taken by the committee.
- Increased club membership sign-ups by 100% compared to the previous year.

Magazine Editor · Prefectorial Board · 2018

- Collaborated with teammates in designing and copywriting using tools such as Adobe.
- Assisted in publishing and distributing the magazines to more than 100 students.

ADDITIONAL INFO

AWARDS

- **Class Prize: Top-equal in Unit for Briefing Papers (International Business Strategy)** – Monash University, 2023
- **Dean's Student Excellence Award** – Monash University, 2023
- **Unit Prize Winner (Buyer Behaviour)** – Monash University, 2023
- **AUSMAT High Achievers' Award** – Sunway College, 2021
- **Special Scholarship** – Sunway College, 2020
- **SPM Excellence Award** – SMK USJ 12, 2019

LANGUAGES

English – Bilingual

Malay – Native/Bilingual

Korean – Limited working proficiency

Spanish – Limited working proficiency

INTERESTS

Music, nature, sustainability, humanitarianism, languages, reading, film, travelling, history, fashion