

# MUHAMMAD FIRDAUS CHE KOB

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## PROFILE

**Economics & Management Graduate from King's Business School** with a keen interest in Economics & Analytics.  
A self-driven and adaptable individual with a strong focus on personal development.

## EDUCATION

### King's College London, King's Business School

*BSc.(Hons) Economics & Management*

LONDON, UNITED KINGDOM

SEPT. 2019 – JUNE. 2022

- Merit Scholarship recipient by the Government of Malaysia
- Active member of the Negotiation Society

### MARA College Seremban

*A-Levels : Economics, Mathematics, Physics (A\*AB)*

N. SEMBILAN, MALAYSIA

SEPT. 2018 – JUNE. 2019

### MARA Ketengah International College

*AS-Levels : Economics, Mathematics, Physics (AAA)*

TERENGGANU, MALAYSIA

SEPT. 2017 – JUNE. 2018

- Elected President of the Student Council, leading a team of 8, managing 4 college-level events.

### MARA MARA Junior Science College Pengkalan Chepa

*SPM : Mathematics, English (2A+, 7A)*

KELANTAN, MALAYSIA

2015 – 2016

- Elected President of Student Representatives Council, consisting of 9 other student bodies
- News Straits Times National Best Public Speaker 2015
- Overall Performer & Student Leadership Award 2016

### MARA Junior Science College Pasir Tumbuh

*PT3 : (10A)*

KELANTAN, MALAYSIA

2012 – 2014

- Elected President of Student Representatives Council
- Student Leadership Award 2014

## PROFESSIONAL EXPERIENCE

### Junior Data Analyst (Full-time), ALPRO PHARMACY

MAR 2023 - PRESENT

- Built sales and operational reporting using Tableau; provided real-time insights and found areas of improvement.
- Developed root cause reports to address warehouse data gaps and proposed system enhancements; Improved data visibility and enable tracking of operational efficiency.

### Operation Fulfilment Executive (Contract), HONG LEONG BANK

NOV 2022 -

FEB 2023

- Handled service requests pertaining different areas of banking operations, resolve discrepancies and suggested effective solutions while ensuring all requests are SOP-compliant

### Restaurant Assistant Manager (Part-time), HALIA UK RESTAURANT

APR 2022 - AUG 2022

- Introduced an online-based working schedule system; improved efficiency in staff management during peak times.
- Ensured friendly and respectful communication by waiters; improved ratings and positive reviews on online platforms.

### Restaurant Assistant Manager (Part-time), PUTERA-PUTERI LONDON

APR 2021 - MAR 2022

- Participated in strategic planning and digital marketing with management; 500% increase in average sales revenue within 8 months during the pandemic (£500 to £2500) and achieved 15 media coverages by UK and MY platforms

### Marketing Research Intern, KING'S UNDERGRADUATE RESEARCH FELLOWSHIP (KURF)

JULY 2020 - SEPT 2020

*A marketing analytical research pertaining user responsiveness on interactive mobile advertisements.*

- Processed and analysed large-volume advertisements data to take systems approach and provide better understanding of the type of user interactions giving the highest click-through rate.

## ADDITIONAL

- **Technical Skills:** SQL & Python, Tableau, ERP, Microsoft Office Suite (Excel, Word & Powerpoint)
- **Interest:** Travelling, Boulderling & Photography - Occasionally hired for photoshoots and event gigs.