

Contact

ahshik777@gmail.com

www.linkedin.com/in/muhammad-ahshik-0a82a5171 (LinkedIn)

Top Skills

Teamwork

Leadership

Microsoft Office

Languages

Tamil (Professional Working)

English (Full Professional)

Malay (Elementary)

Honors-Awards

University Startup World Cup Finalist

Shell Livewire Top Award 2011

Publications

7 Steps to become a young Entrepreneur

Launch of first Malay Book

Rahsia Usahawan Cilik: 7 Langkah Membina Empayar Bisnes di Usia Muda

Coverage on a business idea

Muhammad Ahshik

Business Development Executive at TheSmartLocal.com
Singapore

Summary

Always enjoyed the way companies bring out marketing messages to consumers. One of my favorite marketing campaigns of all time includes Redbull's - "Can you make it?" where people travel Europe in 7 days, using Redbull as their currency. Have been involved in several startups and love hearing new ideas. Enjoy connecting and talking to people as I always believe that "every stranger is a friend you have not met". :D

Drop me a message if you enjoy playing football and meeting new people weekly! (Paused due to Covid-19 but feel free to join the Networking w Footie Community)

Experience

TheSmartLocal.com

Business Development Executive

April 2020 - Present (5 months)

Singapore

TheSmartLocal.com is a leading local travel and lifestyle content publisher, reaching out to over 3 million Singaporeans every month. We also run the largest Telegram Network in Singapore, Telegram Collective, which has over 300,000 subscribers across our 10 Telegram Channels.

- Plan and develop new strategies for Telegram Collective, TheSmartLocal.com and its tech products, InsightsRN & NeuHR
- Generate new business leads, media plans and proposals daily
- Liaise with Digital Media/PR/Advertising Agencies to develop marketing strategies for the Client's Telegram campaigns
- Liaise with SMEs to accelerate digitization by enhancing payroll, leave and attendance systems
- Work closely with the Content Strategists, Creative, Video and Editorial teams to create content and execute campaigns for Clients

Singapore Civil Defence Force
Head Of Unit for Personnel Branch
October 2017 - October 2019 (2 years 1 month)
South West, Singapore

- Emcee for multiple prestigious events involving high-ranking officers.
- Organised and planned events to assist new National Servicemen transit into their new phase of life.
- Team incentive award for performing well during audit.
- Champion of inter-unit Netball competition.
- National Civil Defence Singapore representative for Anti Drug Advocate

Nowasia International Sdn Bhd
Business Strategist
August 2012 - August 2017 (5 years 1 month)
Singapore & Malaysia

- Build a brand for a financial consultant.
- Helping "Abangabu Mekanik Wang" amass 98,000 followers on Facebook.
- Writing, creating, editing content for financial classes in Singapore.
- Coordinating networking events and other social gatherings for business people to connect

Health Outreach Programme
Marketing Intern
August 2015 - October 2015 (3 months)
Singapore

- * Worked under time constraints in ensuring health check ups do not take longer than scheduled.
- * Took part in selling the different types of health screenings, provided practical solutions to on-site problems.
- * Ensured that housekeeping duties were always performed to provide a precinct environment for patrons.

Education

Ngee Ann Polytechnic
Business Studies, International Business and Marketing · (2014 - 2017)