

Mohamad Abdul Hakim Bin Mohamad

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SUMMARY

With 2 years of startup experience, I excel in front-end development, graphic design, and digital marketing. I create captivating websites with user-friendly interfaces using tools such as Wordpress, Webflow or pure HTML & CSS. Up-to-date with trends.

WORK EXPERIENCE

GlobalTech Retail Solutions - E-commerce Executive; Kuala Lumpur **(Feb 2023 – June 2023)**

As the E-Commerce Executive at GlobalTech Retail Solutions, I led efforts to create and execute e-commerce strategies for revenue growth. I also managed sales across different platforms, including our website, mobile apps, and third-party sites like Lazada and Shopee.

- Collaborated with the marketing team to create targeted online advertising campaigns, leading to a 20% increase in website traffic and a 10% growth in customer acquisition.
- Stayed up-to-date with industry best practices, attending e-commerce conferences and workshops to bring the latest insights and strategies to our team.

Koffielane – Junior Barista; Prima Saujana (Kajang) **(Jul 2022 – Nov 2022)**

Efficiently took and prepared orders. Maintained a clean and inviting dining area for guest satisfaction. Delivered excellent customer service, ensuring timely food and beverage delivery. Assisted with dishwashing and restocking for seamless service.

- During peak hours, I efficiently served 4+ cappuccinos every 5 minutes. Single-handedly managing all cafe stations (Cashier, Bakery & Barista) for an hour during understaffed times showcased my multitasking skills, ensuring smooth operations and prompt service.
- I demolished a team of three people by implementing an efficient kitchen-style communication system with my previous manager. Streamlining our processes, we achieved the same productivity and output with just two team members.

Isadora & Associates – Digital Marketer; Tamarind Square (Cyberjaya) **(Nov 2020 – June 2021)**

(Other Job Title: Website Maintenance, Graphic Designer, Social Media Manager)

lead impactful marketing campaigns, creating compelling content and managing social media platforms to drive customer engagement and boost sales. I also contribute to website maintenance and updates, ensuring a seamless online presence aligned with the firm's goals.

- Developed and implemented a **highly effective sales funnel** for the sales team that resulted in a **significant improvement of +46.03%** through streamlined communication and productivity. Leveraged tools like Google Forms and Sheets for optimal results.
- Implemented sales team performance metrics to assess strengths, weaknesses, and provide actionable insights. Analyzed monthly evaluations, communicated findings to enhance staff performance, and drive sales success.

Finland Shield – Business Development Executive; Seksyen 13 (Shah Alam) **(May 2019 – Mar 2020)**
(Other Job Title: Digital Marketer, Wordpress Developer, Social Media Manager)

I develop and maintain the company's WordPress sales page, generate valuable leads for the sales team, and oversee day-to-day operations. With design and content skills, I enhance brand presence, captivate audiences, and drive growth.

- Played a significant role in **developing a WordPress-based sales page** that effortlessly **generated over +73.94% more sales than the sales team** during product launch day.
- **Implemented a highly effective advertising strategy** that maximized profit while keeping the cost low. Optimized ads campaigns and targeted the right audience through cost-efficient channels, resulting in exceptional results that boosted company profitability while minimizing advertising expenses.

7Eleven – Store Clerk; Ukay Perdana (Selangor) **(Oct 2018 – Apr 2019)**

Proficient in cash handling, inventory management, and ensuring product freshness. Specializes in day-to-day shift operations. Responsible for accurate cash balancing and receipt submission.

- I excel in customer interaction, delivering exceptional service and achieving a 12% boost in monthly sales through effective upselling techniques.

Gstar Nutrilabs – Online Sales Executive; Ukay Perdana (Selangor) **(Dec 2017 – July 2018)**

selling products and services through persuasive arguments, Updates and follow-ups prospects on sales, and encouraging positive business relationships to drive continuous sales growth.

- Consistently **surpassed sales targets** for **three consecutive months**, delivering exceptional good results even in challenging market conditions.

EDUCATION

Maclearn International College | Diploma Of Multimedia Art's
Malaysian Certificate of Education (SPM)

(2016-2018)

SKILLS & OTHER

Language: Native Malay speaker, Fluent in English.

Soft Skills: Adaptability, Growth mindset, Leadership, Conflict resolution, Empathy, Active listening, Problem-solving, Customer Service, Soft Spoken, Communication.

Programming Language: HTML, CSS, (Exceptionally Good) PHP, Python. (Beginner)

Technical: Wordpress, Webflow, Vscode, Bootstrap, Figma, MySQL, Github, Adobe illustrator, Premier Pro, Google Workspace, Microsoft Office.