



## personal details

ahmad **rejaie** arbee bin ahmad rejal arbee  
506 blok b6 jalan 4/27a, seksyen 2 **wangsa maju** 53300 kuala lumpur  
03 4131 3456 (h) / **016 665 5304** (m)  
**rejaie.arbee@gmail.com** / **cruxifera@gmail.com**  
25 november 1982



## education

diploma in **art and design** (graphic design and digital media),  
uitm malacca (2003-2006)  
*pursued* diploma in computer science,  
uitm shah alam (2000-2003)

### tertiary

spm, grade 1, aggregate **13**, mckk, perak (1998-1999)  
pmr, **8a**, smk seksyen 18, shah alam (1995-1997)

### secondary

**primary** upsr, 4a, srk seksyen 19, shah alam (1991-1994)

## professional skills

**bahasa malaysia** - above par fluency in writing, reading and speaking  
**english** - above par fluency in writing, reading and speaking  
**manglish** - sufficient fluency to pass as a malaysian

### linguistic

**adobe** illustrator - at least on par with market (also, this resume was done in ai)  
**adobe** photoshop - not a magician, but can touch up for adverts  
**adobe** indesign - ridiculously speedy  
**3d studio max** - rusty but still knowledgeable

### visual

**microsoft words** - a whole lot more advanced than most  
**microsoft excel** - some ability to do formulas  
**microsoft powerpoint** - non-stock, custom formatting, always  
**blog e-novel** - incomplete, sadly, due to time constraint  
<http://crux-the-end.blogspot.com>

### textual

## notable mention

a **2nd lieutenant** in malaysian reserve army under reserve officer training unit (rotu)  
uitm, shah alam on 10th may 2003

**six years** (2000-2006) experience in malaysian reserve army  
three years cadet

two years **officer in charge of setting up** rotu uitm malacca  
one year **commanding officer** for 41 woksyop aw ktim detachment



**rhb islamic bank bhd**  
*assistant manager (2012)*  
*senior executive (2011)*  
*executive (2009)*  
**october 2009-present**

marketing assistant manager: assisting unit head in managing the unit, marketing paper and powerpoint presentation, responsible for all creative aspect of marcomm collaterals, in house collaterals design (saved the bank rm650k in 2012), mediator between advertising agency and bank, assist in product launches. also to note: rose in ranks twice since 2009 to 2012, a period of 3 years

**roles and responsibilities in rhb islamic bank sdn bhd:**

- assist in implementing approved marketing strategies for islamic banking products with the objectives of achieving required market share
- collaborate with product developers and business units to ensure product narratives / features are in line and supports the communication strategies
- execute product marketing plans and projects
- assist in execution of media and communication plan, via specified media and communications channels
- execute updates of content on corporate website and other electronic media to ensure dynamic content in both narrative and creative manners
- assist in providing marketing execution processes to all sales and marketing channels in order to increase market awareness on specific and / or all products
- monitor competitors products and brand positioning in the market via marketing channels
- achieve targeted media value for every ringgit spent on advertisements and promotions (a&p) activities based on the financial year budget
- strategise, plan and develop brand management activities to acquire and retain long term brand equity
- coordinate with business units and business partners on various identified marketing channels to promote product awareness, market share and revenue / income generation

**successful product launches / campaign:**

- rhb islamic bank credit card-i
- commodity murabahah deposit-i (save and snap campaign - rm600k++ deposits)
- arrahnu-i
- pensioner personal financing-i launch campaign
- rhb islamic product and branding on digital billboard (powerscreen) nationwide
- rhb islamic bank fiesta 2010, 2011 and 2012
- senior mudharabah savings account-i product launch
- az zahra ladies banking campaign

**fmmedia sdn bhd**  
*senior designer*  
**june 2008-september 2009**

graphic and 3d design  
desktop publishing  
art direction  
accounts: suk selangor, kekwa, pkd petaling, rhb bank, rhb islamic bank, maybank, uem enviro, kualiti alam, yayasan fas

**spencer azizul sdn bhd**  
*graphic designer*  
**march 2007-may 2008**

graphic design  
desktop publishing  
animator (short photoshop animation)  
accounts: tn timer, petronas dagangan, ministry of health, mdec, takaful ikhlas, takaful malaysia, khind mistral, mida, ncer

**eramaster resources sdn bhd**  
*3d graphic designer*  
**august 2006-february 2007**

graphic design (corporate identity and advertising)  
3d concept artist (3d environment)  
event operations

**animasia studio sdn bhd**  
*internship*  
**december 2005**

storyboard department  
children's book title design for "cerita rakyat" series

**berita publishing sdn bhd**  
*internship (unpaid, voluntary)*  
**december 2004**

desktop publishing  
layout and advertisement

