

NASRUL AZMI BIN SALLEHUDIN

**BACHELOR OF APPLIED LANGUAGE STUDIES (HONS)
(ENGLISH FOR PROFESSIONAL COMMUNICATION)**

UNIVERSITI TEKNOLOGI MARA

No 77 Jalan Springhill 1/29B, Bandar Springhill

71010 Port Dickson, Negeri Sembilan

Mobile No: 019-6660277 Email: nashmegatron@gmail.com



PERSONAL PARTICULARS

Age	:	28 years old	Gender	:	Male
Date of Birth	:	28 June 1985	Nationality	:	Malaysian
NRIC No.	:	850628-10-5993	Marital Status	:	Single

OBJECTIVES

Opportunity to be grounded and exposed more to *Management and Corporate, Sales & Marketing, Business Development, Communication, Event Management and Information Technology*, in keeping with the latest techniques and complexities in modern management. Searching of self improvement for future career development by looking forward and thinking forward.

EDUCATION BACKGROUND

Highest Education

Level	:	Degree (Hons)
Field of Study	:	Applied Language Studies (English for Professional Communication)
University	:	Universiti Teknologi Mara (UiTM)
Graduation Date	:	May 2009
Major	:	English for Professional Communication
Minor	:	Business Management
CGPA	:	3.12

Second Highest Education

Level : Diploma
Field of Study : Accountancy
University : Universiti Teknologi Mara (UiTM)
Graduation Date : May 2006
Major : Accounting
CGPA : 2.71

WORKING EXPERIENCE

Current Employment

Organization : Elken Sdn Bhd
Department : Channel Sales – Regional Branch
Position : Regional Business Manager – East Coast
Duration : 2 years
Jobs Scope :

1. Responsible for branch sales and recruitment performance, in order to meet corporate target
2. Develop plans, strategies and activities to meet established target
3. Effective KAM (Key Account Management) and managing and influencing distributors and stockists for network development
4. Identify and create new market potential and penetration for growth and expansion
5. Deliver excellent decision making to meet with dynamic market situations and opportunities
6. Responsible for key leaders development for their respective market
7. Manage human capital for growth and development

Past Employment

Organization : Elken Sdn Bhd

Department : Network Training & Business Development

Position : Senior Executive – Network Training & Business Development

Duration : 3 years

Jobs Scope :

1. Execute and implement events and functions to support company's commercial objectives.
2. Execute the planned business and network development programs among the distributors.
3. Plan and implement strategic training for distributors
4. Carry out publicity and marketing process for every events implementation.
5. Key Account Management – New area development
6. Responsible for developing the Market – Nationwide
7. Monitoring sales volume nationwide – Based on area

Practical Training

Organization : Media Prima Berhad

Department : Public Relations – Brand Communication and Publicity (ntv7)

Duration : 3 months

Jobs Scope :

1. Aid and execute the PR personnel in their duties and to ensure smooth execution of the Department and Publicity functions.
2. The workflow involves performance of several major functions such as Media Relations, Organizing Events and Internal Communication within the company.

COURSE ATTENDED

1. Customer Service Training
2. Working Smart with Excel
3. Marketing Plan for Businesses
4. Business Development and Key Account Management
5. Writing for Business Purposes
6. Power Planner Workshop
7. Organization Behavior & Interview

ACTIVITIES AND ACHIEVEMENT

2013 : New Area Development

- Kelantan – RM24 Million sales in 2013 (44% growth)

: Business Development

- Expanding the business partner all over East Coast by 55%
- Growth of stockistship by 10%

2009 - 2012 : Organizing a seminar, training, workshop and exhibition for the company

: Winners Nite 2010 / 2011 / 2012

: National Leadership Convention 2010 / 2011

: New Area Development

- Melaka – RM 700, 000 sales per month
- Negeri Sembilan – RM 300,000 sales per month
- North Johor – RM 600,000 sales per month
- Develop active/aggressive distributor throughout the country

: Business Development

- Development of Malay Market nationwide. Currently successfully achieve 55% of total market share
- Network Development - Currently successfully produce more than 1000 active distributor nationwide

2006 – 2008 : Committee of APPLE (Applied Language Studies) Club
: Involve in Language Night
: Involve in Culture and Language Festival
: Participate in Malaysian International Conference on Academic
Strategies in English Language Teaching (My_CASELT)
: Facilitator for Induction Week (Teaching and Coaching Junior Members)

ADDITIONAL INFORMATION

Personal Quality

I am a person who works well with other people; who possesses strong charismatic and leadership attitude. I have good interpersonal skills, highly motivated and energetic. Also, I am very creative, innovative and open-minded person and ready to exchange ideas. I enjoy working as a team and can give the best performance individually.

Working Style

I am able to work under pressure and with minimum supervision. Willing to work overtime, travel and relocate. Ability to broadminded to think and act in a global context; able to respond quickly

Computer Literacy

Microsoft Office : Excel, Word, PowerPoint

Media Software : Adobe Photoshop, Macromedia Director, Movie Maker

Languages

Fluent in written and spoken Bahasa Malaysia and English

RELEVANT COURSEWORK

1. Critical Thinking
2. Professional Communication
3. Key Account Management
4. Principles and Practice of Management
5. Persuasion and Negotiation

REMUNERATION

Current : RM 6100

Expected : RM 7000

REFERENCES

Mr. Richard Ho

Assistant Vice President of Channel Sales

Elken Sdn Bhd

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Mr. Teah Hui Ming

Network Training & Business Development Department – Manager

Elken Sdn Bhd

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