

## PERSONAL DETAILS

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Gender	Female
Nationality	Malaysian
Date of Birth	24 June 1985
Place of Birth	Ipoh, Perak
Marital Status	Single



## EDUCATIONAL PROFILE

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Bachelor of Communication (Hons) Broadcasting (2008)

Diploma in Mass Communication, Broadcast Communication (2005)

## PROFESSIONAL EXPERIENCE

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*March 2013 – Current*

**Verity Solutions Sdn Bhd**  
**Account Manager**

- Proactively contacting clients to maintain a consistent high level of service delivery, whilst identifying further new business opportunities
- To increase client's satisfaction through account management role – defending business base, to increase client stickiness and penetrate deeper to improve coverage (*upsell or target new area to grow*)
- To establish, maintain and cultivate a strong relationship with key decision-makers and influencers in every identified area/department (i.e. Project Service Delivery, Operations, Group Solution Architect Team, Procurement)
- To identify sales opportunities and develop sales strategy that will lead to a strong pipeline and high win rate
- To proactively participate in every projects/Tenders/RFQs preparation including working coordination within or between principals, vendors, site visits, documentations and direct deal negotiations

*Dec 2011 – Dec 2012*

**Working Holiday in Australia**

- Senior Wait Staff in a French fine dining restaurant – Bistro Guillaume @ Crown Casino
- Senior Wait Staff in an Italian Café – Baci @ Crown Casino
- Senior Wait Staff for Peter Rowland event @ Flemington Racecourse

*May 2009 – Nov 2011*

**Basis Bay Sdn Bhd**

**Sales Administrative Executive**

- Coordinate with the Account Manager to correspondingly disburse the preparation of legal contracts and other relevant documentations to aid the department.
- Organize and orchestrate high-end clientele events for respected customers.
- Initiate customer relations with respected clienteles as valued proxy for the Account Manager during hectic scheduling
- Perform a fully-fledged secretarial job-scope for the Sales Director and DC/DR Manager to cater to any current matters at hand.
- Serve as a liaison and initial point of contact for internal and external clients to ensure that specialized administrative functions are performed in a timely manner.
- Coordinate & execute corporate pipeline communications within a consistent, tidy and timely frame of work

*July 2008 – Feb 2009*

**Forward Icon Sdn Bhd**

**Sales & Marketing Executive**

- Project leader of a team that conceptualizes, manages and executes various successful events.
- Selling & booking advertising space for GeekMail, a weekly gaming section exclusively for the Malay Mail newspaper
- Supply of models, talent & manpower ranging from cosplays, ushers, and event crews
- Client servicing, advertising sales and executing marketing promotional campaigns

*June 2007 – Sept 2007*

**Wayang Tinggi Produksi Sdn Bhd**

**Internship**

- In charge of the pre-production phase which includes proposal and storyboards for local dramas
- Assistant beautician for costume & make up in a MTV kids production, 'Selamat Pagi Putera Puteri', as well as scouting and props planning for location & background
- Form a professional bond by managing groups of children & teenagers
- Keep tabs of scheduling, task and timelines for high profile talents
- Emphasize punctuality and flow by making sure the candidates show up on the particular day of shooting

## **SKILLS AND ABILITIES**

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- Computer literate in MS Word®, MS Power Point®, MS Excel®, Adobe Photoshop®
- Work well independently
- Able to work well as a team
- Have leadership qualities
- Dedicated, detail-oriented, flexible, fast learner and self-motivated
- Able to handle pressure well and meet tight deadlines
- Good with figures
- Enjoy relating with people

## **LANGUAGE PROFICIENCY**

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- English
- Mandarin
- Cantonese
- Teochew
- Hokkien
- Malay

## **PROFESSIONAL REFERENCES**

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### **Mr. Nathaniel Rajkumar**

Senior Account Manager  
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### **Ms. Aldryanna Ahmad Shah**

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