NURUL SYAFIQAH AB LATIP

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WORKING EXPERIENCES

Oct 2024 – Present   **Marketing Front-End Developer, Deriv Services**   Melaka

- Ensured compliance and accuracy in digital assets through functional and cross-platform quality reviews.
- Conducted data validation and anomaly checks, resolving 50+ issues to strengthen reporting reliability.
- Optimized workflow efficiency by automating processes, reducing manual handling time by 30% across 10+ campaigns.
- Monitored and tracked user engagement data, identifying irregular patterns and recommending corrective actions.
- Collaborated with cross-functional teams to align deliverables with business, compliance, and operational standards.
- Maintained accurate documentation and version control, ensuring transparency and accountability in all projects.
- Partnered with marketing and product stakeholders to ensure risk-free and error-free execution of digital operations.
- Trained and guided team members on best practices in quality assurance and operational compliance.

May 2023 - Oct 2024   **Customer Experience Team Lead, Deriv Services**   Melaka

- Led KYC verification team of 12, ensuring 100% compliance with regulatory standards and internal SLAs.
- Reduced document processing time by 70% (3 days → <24 hours) through workflow redesign and process automation.
- Revamped Proof of Address submission process, increasing acceptance rates by 40% and reducing client resubmissions.
- Collaborated with Anti-Fraud & Compliance teams to detect and block 200+ fraudulent account applications annually.
- Analysed and reported KPIs via Metabase & Looker Studio, improving decision-making across operations and compliance.
- Coordinated with developers via ClickUp to resolve 50+ system bugs and process gaps per quarter.
- Mentored and coached team members, achieving 100% KPI compliance with zero performance improvement plans.
- Strengthened cross-functional collaboration with operations, product, and compliance teams to align processes with audit requirements.
- Ensured accurate documentation and audit trails for all KYC and fraud-related cases, minimizing regulatory risks.

Aug 2021 - May 2023   **Senior Customer Experience, Deriv Services**   Melaka

- Monitored 200+ daily tickets and chats; ensured timely resolutions and maintained 95% SLA compliance.
- Assigned and balanced workload among 15+ team members; improved task efficiency by 20%.
- Delivered coaching and training sessions; enhanced team knowledge, reducing repeat errors by 25%.
- Updated process manuals and SOPs; ensured 100% compliance with latest operational changes.
- Designed and presented PowerPoint materials; improved adoption of new procedures across department.
- Escalated client concerns to team lead; contributed to 15% improvement in customer satisfaction.

Oct 2017 – Aug 2021   **Customer Service Specialist, Maxis**   Kuala Lumpur

- Handled 50+ client inquiries daily on billing, subscriptions, and technical issues with 95% resolution rate.
- Investigated and escalated suspicious account activities, preventing fraudulent transactions and account misuse.
- Verified customer identity and documentation to ensure compliance with company and regulatory requirements.
- Collaborated with internal teams to resolve 100+ complex cases monthly, ensuring timely and accurate outcomes.
- Maintained accurate client records and case notes, supporting audits and compliance reviews.
- Improved customer satisfaction scores by 20% through proactive issue resolution and relationship management.
- Delivered clear communication to stakeholders, ensuring alignment and minimizing operational delays.

PROFESSIONAL COURSE

2025	AI for Marketing Automation & Retention Learning Path| LinkedIn
2025	Node.js Essential Training | LinkedIn
2025	Advanced CSS Media Queries| LinkedIn
2025	Succeeding in Web Development: Full Stack and Front End| LinkedIn
2025	HTML & CSS: Creating Forms| LinkedIn
2025	Git Essential Training | LinkedIn
2025	Marketing Tools: Automation | LinkedIn
2023	New TL Learning Path| LinkedIn
2023	People Leadership Learning Plan| LinkedIn
2023	Software Testing Foundation - Bug Writing and Management
2023	Zendesk Customer Service Professional Certificate| LinkedIn
2023	HRDF Microsoft Excel (Intermediate)| Deriv Services Sdn Bhd

EDUCATION

2015 - 2018	**Bachelor of Science Information Technology, Universiti Teknologi MARA (UiTM), Shah Alam** **CGPA**: 3.03 **MUET**: Band 4 **Specialized course**: Fundamentals of Information Technology, Principles of Data Management, Human-Computer Interaction, Web Technology & Application, Technology Entrepreneurship, Critical & Creative Thinking for IT Solutions, Business Intelligence, User Interface Design & Information Architecture

LANGUAGES

English **|** Highly Proficient   Melayu **|** Native Speaker

COMPUTER SKILLS

Google	Spreadsheet **|** Docs **|** Slides **|** Meet
Microsoft 365	Excel **|** Word **|** PowerPoint **|** Teams **|** Outlook **|** Power BI **|** Microsoft Power Automate
Front-End	HTML **|** CSS **|** JavaScript **|** Responsive Design **|** UI/UX Principles
Testing	Manual Testing **|** Functional Testing **|** Cross-Browser Testing **|** Debugging **|** QA Documentation
Other Software	Git/GitHub **|** CleverTap **|** Customer.io **|** Hubspot **|** ClickUp **|** Metabase **|** LookerStudio **|** SQL **|** PL **|** Oracle **|** PHP **|** Docker **|** Slack