



**NOR ANIZA BINTI AHAMAD**

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NO 26, KAMPUNG LAHAR, MUKIM BONGOR, 09100 BALING

KEDAH DARUL AMAN

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## **1. EDUCATIONAL BACKGROUND**

UNIVERSITY TECHNOLOGY MARA (UiTM), MERBOK, KEDAH

- BACHELOR IN BUSINESS ADMINISTRATION (HONS)
- MAJOR IN MARKETING
- CURRENT CGPA 2.93/4.00

UNIVERSITY TECHNOLOGY MARA (UiTM), MERBOK, KEDAH

- DIPLOMA IN BUSINESS STUDIES
- CGPA 2.70/4.00
- GRADUATED ON MAY 2015

## **2. WORK EXPERIENCES**

TALENT SUITES SDN BHD

March 2017 – Present

Designation: Marketing Executive (SL1M Candidate by Khazanah Nasional)

- Department of sales and marketing
- Analysing the customer's demographic details in addition to forming marketing strategies accordingly for customer service training
- Making marketing budgets based on service provided by company
- Approach clients to influence by joining the training provide by company such as corporate training

#### AMG ORIENTED SDN BHD

August 2016 – November 2016

Designation: Practical Trainee

- Department of sales and marketing
- Analysing the customer's demographic details in addition to forming marketing strategies accordingly
- Making a list of customers who are targeted along with being properly connected with company
- Maintaining a good relation with the customers or public relations organizations and advertising

#### PASARAYA CMART SUNGAI PETANI'S BRANCH

February – March 2015

Designation: Part time worker

- Promoter baby department
- Responsible for reaching out to potential clients
- Convincing customers about the brand's caliber so can be expanded
- Responsible for conducting sales events, promotions, advertising the product and working with the marketing team for better exposure

### 3. SKILLS

Proficiency(10=Excellent; 1=Poor)

Language	Spoken	Written
Bahasa Malaysia	10	10
English	8	7

#### 4. REWARDS AND ACHIEVEMENT

Description	Date achieved	Details
Jawatankuasa Perwakilan Kolej	March 2012	Exco College
Entrepreneurship Days	September 2012	Participant
Festival College UiTM Kedah	March 2013	Secretariat
Kem Kerjaya Diri AADK	March 2013	Participant
Kembara Usahawan Uitm Dungun	October 2013	Participant
Final Project Presentation ENT.	October 2014	A
Program Latihan Keusahawanan Mahasiwa	April 2015	Participant
Social Entrepreneur by MaGIC	November 2015	Participant
Bicara Usahawan Selebriti	March 2016	Participant
Academic Visit Buss. Marketing	March 2016	Treasurer
I CREATE Kedah Competition	May 2016	Gold Award

#### 5. REFERENCES

**Name** : Pn Musdiana binti Mohamad Salleh  
**Telephone** : 04-4562479  
**Position** : Senior Lecturer, Faculty Business Management  
**Company** : Universiti Teknologi Mara, KEDAH

**Name** : En Hanis Bin Karim  
**Telephone** : 011-11101658  
**Position** : Human Resource Manager  
**Company** : AMG ORIENTED SDN BHD