

# NOR IDAYU BINTI SOHIMI

593 Jalan Semarak 1, Taman Semarak, 08000 Sungai Petani, Kedah

Date of birth: 09/04/1990

Mobile: 017-4285854

Email: [nori\\_dayu94@yahoo.com](mailto:nori_dayu94@yahoo.com)

## **SUMMARY**

Motivated and detail-oriented marketing graduate who is flexible, versatile and proficient at maintaining a sense of humor under pressure. Branding and social media expert.

## **EDUCATION**

2011 – 2015

UNIVERSITI SAINS MALAYSIA

**Bachelor of Management (Hons.): Marketing**

Minor in Communication

Coursework includes: Managerial Psychology, Branding Marketing, Public Relations, Communication and Society, Internet Marketing, Business Ethics, Entrepreneurship, Strategic Management and Strategic Marketing.

2008 – 2011

POLITEKNIK TUANKU SULTANAH BAHİYAH

**Diploma in Marketing**

Coursework includes: Economics, Entrepreneurship, Accounting, International Marketing and Strategic Marketing.

## **RELEVANT EXPERIENCE**

PARK AVENUE HOTEL SUNGAI PETANI

02/2015 – 16/2015

**Intern – Account Department & Sales Department**

- Coordinated and participated in promotional activities and trade shows.
- Directed the hiring, training and performance evaluations for new marketing and sales trainer and supervised their daily activities.
- Coordinated art and graphics creation for effective events.
- Prepared quotation.
- Reconciled discrepancies between accounts receivable general ledger account and accounts receivable trial balance account.
- Composed effective accounting reports summarizing accounts payable data.
- Researched and resolved accounts payable discrepancies.
- Posted receipts to appropriate general ledger accounts.
- Oversaw the day-to-day processing of payroll for part-time employees, including review of timesheets and computing pay.

PARAMOUNT PROPERTY (UTARA) SDN BHD

01/2010 – 06/2010

**Intern – Sales Department**

- Documented all customer inquiries and comments thoroughly and quickly.
- Responded to all customer inquiries thoroughly and professionally.
- Prepared sales quotation.
- Coordinated and participated in promotional activities and trade shows.

## **COMPUTER AND RELATED SKILLS**

- Computer Skills: Microsoft Office Suite, Web Community, Social Media Platform
- Calm under pressure
- Composed
- Exceptional attention to detail
- Excellent interpersonal skills