NUR ALYSSA SYAFIQAH BINTI ZAINON

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Motivated and detail-oriented Front-End Developer with nearly one year of hands-on experience in CRM and digital marketing environments. Skilled in designing and developing responsive landing pages, creating web assets (including banners and coupon drawers), and enhancing user experience across platforms. Proficient in HTML, CSS, JavaScript, and experienced in handling app push notifications and multi-country email campaigns. Familiar with CRM tools and Google Analytics to track user engagement and optimize campaign performance. Eager to contribute to a dynamic development team and deliver impactful, user-focused digital solutions.

EXPERIENCE

Photobook Worldwide Sdn Bhd   (Jul 2024 – Present)
CRM Executive

Nearly one year of experience supporting CRM initiatives, including building landing pages, designing website banners, and creating email journeys. Managed email campaigns across multiple countries and handled app push notifications to drive user engagement. Skilled in analyzing campaign performance using CRM tools and Google Analytics, with a focus on delivering actionable insights through weekly reports.

Innovative Hub   (Sept 2023 – Jan 2024)
Digital Marketing Intern

Developed and managed Google Ads campaigns, including in-depth keyword research to optimize performance. Assisted with SEO projects to enhance website visibility and search rankings. Experienced in using WordPress to update and maintain client website content, ensuring accuracy and alignment with brand objectives.

EDUCATION

Universiti Teknologi MARA (UiTM) Puncak Perdana, Selangor   (Mar 2022 - Mar 2024)

Bachelor of Information Science (Hons) Information Content Management

- CGPA: 3.71
- Dean's List
- Sekretariat Jawatankuasa Perwakilan Non-Residen UiTM Cawangan Selangor (2022-2023)
- Innovative Research Exhibition IREX 2023 UKM (Representing UiTM Puncak Perdana)

Universiti Teknologi MARA (UiTM) Rembau, Negeri Sembilan   (Jul 2019 – Feb 2022)

Diploma In Information Management

- CGPA: 3.78
- Dean's List Award

TECHNICAL SKILLS

- **Web Development**: Proficient in building and managing websites and landing pages

- **Programming**: HTML, CSS, Java, JSON, Python, Object-Oriented Programming

- **Email Marketing**: Experience in creating and managing email campaigns using CRM tools

- **Analytics & Management**: Data analysis, Information Management, Records Management

- **Productivity Tools**: Microsoft Excel, Word, PowerPoint

PERSONAL SKILLS

- Strong foundation in web development, coding, and email campaign execution

- Problem-solver with a proactive approach to providing effective solutions

- Adaptable under pressure and skilled in resolving conflict constructively

- Able to work independently and thrive in collaborative team environments

LANGUAGES

- Malay (Native Speaker)
- English (Full Professional)

LEADERSHIP EXPERIENCE

Sekretariat Jawatankuasa Perwakilan Non-Resident UiTM Cawangan Selangor   (2022 – 2023)

- Treasurer, Heart of Yours Raya Edition
- Program Sub-Committee, Color Fun Run
- Program Sub-Committee, Program Ramah Mesra Bersama NR

ACHIEVEMENTS

- Program Sub-Committee, Guardian of Cyberattacks: Indicating Students Awareness on Cybersecurity (2023)
- Participant in Virtual Innovation Competition (2023)
    - Won a Bronze Medal in Tertiary (Social Science) Category
- Participant in Innovative Research Exhibition (IREx) Competition (2023)
    - Won a Golden Prize in the University Category
- Participant in Invention and Innovation Design of Archival Repository 2.0 (II-DARE 2.0) (2023)
- Participant in UI DESIGN: Figma Workshop (2022)
- Participant in Information System Study Program (2022)
- Graduate with Dean's List Award, Diploma in Information Management (2019 – 2022)

PROJECTS

DoveHeart System

Developer

- Developed a web-based system integrated with a mobile app as part of my final year project to streamline blood donation processes for healthcare staff and the public. The system replaces traditional blood donation books by using CRUD functionalities to manage donor records and blood bag requisitions. DoveHeart provides a centralized platform to improve information accessibility, operational efficiency, and coordination across healthcare facilities in Malaysia.

Perak Royal Family Web Archive Repository Prototype

Developer

- Due to the vast and complex nature of web content, and its susceptibility to misinterpretation, inaccessibility, or loss, important information can easily disappear from the online space. The Perak Royal Family Web Archive Repository (Perak Royal WARC) was established to collect, preserve, and ensure long-term access to web content related to the Perak Royal Family.

Personal Profile

- Designed and coded a personal website using HTML and CSS for a Diploma project.

E-Commerce Website

- Swan Company - Designed and coded an e-commerce site using HTML, CSS and JavaScript.

REFERENCES

Dr. Farrah Diana Saiful Bahry
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