

MOHAMMAD RASHID BIN ABDULLAH

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Proactive Business Administration graduate with a Minor in Information Systems and strong hands-on experience in **business analysis, data analytics, SEO**, and project coordination. Skilled in SQL, Power BI, Tableau, and Excel, with a proven record of delivering actionable insights, enhancing search visibility, and improving operational efficiency. Adept at translating data into business strategies across diverse industries including e-commerce, business intelligence, and digital marketing.

EXPERIENCE

Britannia Language Centre – Greater Kuala Lumpur, Malaysia

Jun 2025 – Present | Full-time | On-site

- Spearheaded Search Engine Optimization (SEO) efforts, optimizing website content and metadata to improve Google search rankings and increase organic traffic.
- Managed digital campaigns across Facebook, TikTok, and Instagram to promote specialized courses such as IELTS and Summer Camp.
- Created and scheduled engaging content aligned with seasonal trends and student recruitment cycles.
- Analyzed traffic, ad performance, and audience behavior using Google Analytics and Meta Ads Manager to refine strategy.
- Collaborated with cross-functional teams to enhance lead conversion via agent coordination and landing page optimization.
- Supported event coordination for open days and student orientation programs.

Key Skills:

SEO, Digital Campaign Management, Social Media Marketing, Google Analytics, Meta Ads Manager, Client Relationship Management, Event Coordination

Digital Marketing Intern | RIWEI MARKETING

Federal Territory of Kuala Lumpur, Malaysia | Mar 2025 – May 2025

- Assisted in executing digital campaigns across TikTok, Instagram, Shopee, and Lazada.
- Supported content creation, SEO tasks, and e-commerce product listing optimization.
- Monitored and tracked campaign performance using Google Analytics and Meta Business Suite.
- Provided competitor insights to inform and support marketing strategy development.

Key Skills:

Social Media Marketing, SEO, E-commerce, Content Creation, Google Analytics, Meta Business Suite, TikTok Ads, Canva, Competitor Research, Campaign Management

Junior Data Analyst | MA Insights

Remote (Doha, Qatar) | Jul 2024 – Feb 2025

- Analyzed business data to uncover trends and generate actionable insights, supporting strategic decision-making.
- Built interactive Power BI and Tableau dashboards to visualize KPIs across marketing, sales, and finance teams.
- Managed data cleaning and transformation processes using SQL and Excel, improving reporting accuracy by 20%.
- Coordinated technical and administrative tasks, ensuring smooth project delivery within startup operations.

Search Engine Optimization (SEO) Specialist | Suave Designs

Kuala Lumpur, Malaysia | Feb 2024 – Aug 2024

- Conducted in-depth keyword research and developed SEO strategies, leading to a 30% increase in organic traffic.
- Optimized website content, resulting in a 20% bounce rate reduction and a 15% improvement in client conversion rates.
- Monitored and analyzed performance via Google Analytics and Search Console for continuous improvement.

Web Developer | Freelance

Kuala Lumpur, Malaysia | Jan 2023 – Present

- Designed and maintained responsive websites, optimizing page speed, SEO rankings, and user experience.
- Collaborated with cross-functional teams to deliver high-quality web solutions tailored to business needs.

EDUCATION

Bachelor of Business Administration (Honours), Minor in Information Systems

International Islamic University Malaysia (IIUM) | Gombak, Malaysia

2020 – 2025

- Dean's List Award Recipient
- Relevant Coursework: Strategic Management, Marketing Principles and Analytics, Organizational Behaviour, Business Intelligence and Reporting, Financial Management, Project Management, Leadership and Entrepreneurship

SKILLS

Technical Skills:

- Analytics & Visualization: Power BI, Tableau, Microsoft Excel (Advanced), Google Analytics
- Database & Programming: SQL, Java, JavaScript, Python
- Design & Development: Adobe Photoshop, Illustrator, Premiere Pro, Figma, WordPress
- Tools: Microsoft Office Suite, Google Workspace

Soft Skills:

- Data Analysis & Interpretation
 - Business Analysis
 - Dashboard Reporting & KPI Tracking
 - Project Coordination & Management
 - Leadership, Communication, and Critical Thinking
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CERTIFICATIONS

- Google Data Analytics Professional Certificate (Coursera)
 - Career Essentials in Business Analysis (Microsoft x LinkedIn)
 - Career Essentials in Data Analysis (Microsoft x LinkedIn)
 - Data Visualization using D3.js and Chart.js (FreeCodeCamp)
 - Learning Excel: Data Analysis (LinkedIn Learning)
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PROJECTS

ERP Webstore Development for Riwei Marketing

May 2025

- Developed a custom ERP webstore on the SiteGiant platform, delivering a fully functional e-commerce solution within 2 to 3 weeks.
- Designed and implemented custom layouts and banners to enhance user experience and brand consistency.
- Created and optimized content for key pages including About Us, Privacy Policy, Return Policy, Terms & Conditions, and FAQ.
- Configured essential e-commerce functionalities such as shipping options, payment gateways, Google Analytics integration, sitemap creation, and overall store settings to ensure smooth operations.
- Utilized skills in web design, front-end development, SEO copywriting, and e-commerce platform customization to deliver a high-quality product.

HabitFlow - Task and Habit Tracker Application (Python Project)

- Developed a task and habit tracking web application using Python, Flask, and SQLite for backend data management.
- Implemented user authentication, task CRUD operations, and calendar-based habit visualization to enhance user engagement.
- Utilized pandas for data handling and Bootstrap for responsive UI design, ensuring a seamless user experience.
- Automated notifications and progress tracking features to boost user consistency.
- Category: Python Development / Web Application / Data Analytics

Cyclistic Bike-Share Case Study

- End-to-end data cleaning, analysis, and visualization using SQL, Excel, and Tableau.
- Category: Data Analytics

Data Analytics & Infrastructure Development (MA Insights Project)

- Developed infrastructure systems and customized Power BI dashboards for Yayasan Tujuh Bulir Global.
- Category: Data Analytics

Marketing Analytics Report (University Project)

- Used SQL and Google Analytics to analyze marketing trends and boost audience engagement.
 - Category: Data Analytics
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EXTRACURRICULAR ACTIVITIES

- Secretary, AL-AQSA FRIENDS' SOCIETY (2020–2022)
 - Committee Member, Mahallah Faruq BRC (2020/2021)
 - Participant, Global Youth & Peace Conference 2024
 - Silver Medalist, QLD LEP In-Class Activities 2024
 - Volunteer, Majlis Berbuka Puasa YAB Ketua Menteri Sabah
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LANGUAGES

- Malay (Native)
 - English (Fluent)
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REFERENCES

Available upon request.