

# Shamalan Rajesvaran

(+60) 17 252 3699 | [shamalanraj@gmail.com](mailto:shamalanraj@gmail.com)

## EDUCATION

**Bachelor of Information Systems (Honours) (Data Analytics):** *Sunway University* **2020 - 2022**

Grade: First-Class Honours

Awards: Valedictorian, recipient of the Jeffrey Cheah ACE Scholarship and MDEC's Best Student Award

**Diploma in Information Technology:** *Sunway College* **2018 - 2020**

CGPA: 3.84

Awards: Valedictorian and recipient of the Jeffrey Cheah Entrance Scholarship

**Sijil Peperiksaan Malaysia:** *Methodist Boys' School Kuala Lumpur* **2017**

Grades: 9A

**C1 Advanced: Cambridge English** **2017**

Grade: A

## WORKING EXPERIENCE

**Artificial Intelligence and Data Associate** **September 2023 – Present**

*Ernst & Young Malaysia*

- Significantly contributed in advancing a Generative AI model for a major Malaysian utility company, integrating Long Short-Term Memory (LSTM) and Machine Learning to enable comprehensive analyses of production data and facilitate detailed reports.
- Contributed to the development of a Generative AI-powered Chatbot leveraging Large Language Modeling (LLM) for document analysis and query responses.
- Conducted a project on Image Analysis using LLM techniques, enhancing visual data interpretation.

**Business Intelligence (Data Science) Intern** **Dec 2021 – March 2022**

*SOCAR Mobility Malaysia*

- Successfully kick-started a customer segmentation model for the Trevo users by utilising the K-Means clustering method to curate a dynamic, customised promo for the Trevo user base.
- Conducted a thorough promo code analysis to understand the performance of the promo based on the business criteria such as average basket size, redemption breakdown and average duration of the booking.
- Created an automated weekly data management tracker to obtain key business insights into Trevo's performance.

## EXTRACURRICULAR EXPERIENCE

**Project Director Industry Insights 2021** **Jan 2021 – February 2022**

*International Council of Malaysian Scholars and Associates (ICMS)*

- Spearheaded and coordinated an international network of 26 Malaysian associates to execute ICMS' Flagship event with a budget of RM18,000.
- Liaised closely with the Council's leadership team and current Partners & Sponsors from all participating firms.
- Increased year-on-year number of applications by 48.2% through effective marketing and enhancement of content.
- Successfully led negotiations for sponsorship deals with leading firms to provide in-kind sponsorship for the specific workshop with a valuation exceeding RM 7000.

**President, Sunway College Student Council** **Jan 2019 – June 2019**

*Sunway College*

- Led a team of 35 council members to organise a panel session with notable political figures such as YB Michelle Ng, YB Lim Yi Wei, and YB Jamaliah Jamaluddin to spur political awareness amongst the youth.
- Actively participated in Sunway College's management meetings, such as Sunway Sustainable Campus Committee (SSCC) and Food and Beverage (F&B) meetings, to raise Student Affairs related issues.
- Collectively raised a total of RM 700 from a Community Service Initiative donated to SHELTER - Home for Children in support of children who have suffered abuse and neglect.
- Established the Sunway Diploma Student Council to foster student leadership and engagement.

**Sunway University Toastmasters Club, Innovative Planning 5** **June 2018 - Present**

*Sunway University*

- Actively participated and completed the Innovative Planning pathway at Toastmasters International whilst delivering over 20 speeches and conducting 2 public speaking workshops on Non-Verbal Communication.

**Action Learning Programme, Emerging Leaders Asia****June 2020 – Nov 2020***Axiata's Young Talent Development Programme (AYTP)*

- Consulted the CEO of Espressolab Asia to produce innovative business strategies and carried out a step-by-step approach to dissect Espressolab's pain points and ultimately recommend solutions.
- Delivered a go-to-market strategy with validated quantitative data, in addition to thorough qualitative analysis.
- Successfully increased Espressolab Asia's Instagram following by 20% through a structured marketing strategy.

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**VOLUNTEERING EXPERIENCE**

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**Chairperson, National Youth Committee****Oct 2020 – April 2023***Amnesty International Malaysia (AIM)*

- Helmed the role of Chair of the Youth Committee at the internationally acclaimed Human Rights organisation and worked actively in developing and establishing the Amnesty Youth Network comprising 200 youth activists.
- Represented the Malaysian Youth at Amnesty International's Global Assembly and participated actively in the discussion pertaining to feminist leadership and governance amongst delegates from 30 different countries.
- Organised the Youth Assembly whilst coordinating with international speakers with a budget of RM25,000.
- Part of the founding team of Amnesty International Malaysia's 3<sup>rd</sup> Youth Club in Malaysia at Sunway University.

**Community & U – Leadership and Volunteerism, Champion****July 2018 – Dec 2018***Soroptimist International Club of Bangsar*

- Supported and established a learning space fully equipped with books and materials at MANNA Learning Centre, Sunway, to assist Myanmar Refugees below the age of 7 through multiple activities.
- Conducted intensive sessions to teach the Myanmar Refugee children basic conversations in English.
- Supported the single Myanmar Refugee mothers by teaching them how to make hand-made recycle bags and providing them with the profits from the sale.

**Rover, 10<sup>th</sup> KL Air Scouts Group****Jan 2013 - Present***Methodist Boys' School Kuala Lumpur*

- Contributed to society by participating in frequent community service activities to assist the underprivileged, marginalised and needy.
- Achieved the highest award upon completion of 10 crucial activities at the Kuala Lumpur International Scouts Jamboree 2016 attended by 3000 scouts from 15 different countries.

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**AWARDS AND ACHIEVEMENTS**

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**MDEC's PDTI Incentive Award, Best Student Award****April 2022**

- Awarded the Best Student Award from the Malaysian Digital Economy Corporation (MDEC) after being shortlisted from a pool of 100 nominated students nationwide based on academic and extracurricular achievements.

**ICAEW's Malaysia Case Challenge, National Champion****March 2021 – Jun 2021**

- Emerged as eventual champions in the Malaysian Case Challenge amongst 20 teams.
- Represented team Malaysia in the ICAEW Greater China and Southeast Asia Regional Case Challenge to compete amongst teams from China, Indonesia, Singapore and Vietnam.
- Formulated solutions and strategies for the survival of hotels through smart revenue streams during the Covid-19 pandemic through a well thought and data-backed analysis.

**CEO Challenge, 2<sup>nd</sup> Runners Up****July 2020***Axiata's University Leadership Development Programme (ULDP)*

- Shortlisted as one of the 52 students from a pool of 4000 Malaysian students worldwide.
- The 2-week leadership programme focusing on developing soft skills and business acumen involved Business Challenges, Stakeholder Management, and Sales and Marketing. Helmed roles such as Chief Executive Officer (CEO) and Chief Technology Office (CTO). Emerged as the 2nd Runner Up for the CEO Challenge.

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**OTHERS**

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**Technical Skills:** Python, GenAi, SQL, PHP, SAS, R Studio, Hadoop, PowerBI, Tableau**Certification:** AI-900: Microsoft Azure AI Fundamentals, SAS – Big Data with Advanced Techniques in Data Science**Languages:** Fluent in English and Malay, Elementary proficiency in Mandarin and Tamil**Website Portfolio****LinkedIn**

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