

Shamalan Rajesvaran

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Data Analytics Graduate

As a First-Class Honours graduate and Valedictorian, I have showcased my commitment to academic excellence. My leadership roles in student organizations and NGOs have sharpened my problem-solving and analytical thinking skills, enabling me to adapt to evolving industry trends. My passion for data analytics drives me to grow with like-minded individuals, utilizing my versatile skill set and results-oriented approach to effectively enhance a company's value.

EDUCATION

Bachelor of Information Systems (Honours) (Data Analytics):

Sunway University (In partnership with Lancaster University, UK)

2020 - 2023

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

Business Intelligence (Data Science) Intern

Dec 2021 – March 2022

SOCAR Mobility Malaysia

- Implemented K-Means clustering to launch a customer segmentation model for Trevo users, resulting in dynamic and personalized promotions.
- Conducted comprehensive analysis of promo codes, leveraging business criteria such as average basket size, redemption breakdown, and booking duration to evaluate promo performance.
- Developed an automated weekly data management tracker to extract key business insights on Trevo's performance.

EXTRACURRICULAR EXPERIENCE

Project Director Industry Insights 2021

Jan 2021 – February 2022

International Council of Malaysian Scholars and Associates (ICMS)

- Orchestrated and coordinated a global network of 26 Malaysian associates to flawlessly execute ICMS' flagship event, managing a budget of RM18,000.
- Fostered close collaborations with the Council's leadership team and current Partners & Sponsors from the five participating firms (Sunway, Maybank, Axiata, Deloitte, and UNIQLO).
- Achieved a notable 48.2% increase in application numbers through effective marketing and content enhancements.
- Successfully negotiated sponsorship deals with Deloitte and UNIQLO, securing valuable in-kind support exceeding RM 7000 for the specific workshop.

President, Sunway College Student Council

Jan 2019 – June 2019

Sunway College

- Organized a panel session featuring prominent political figures YB Michelle Ng, YB Lim Yi Wei, and YB Jamaliah Jamaluddin, leading a team of 35 council members to ignite political awareness among youth.
- Engaged in key management meetings at Sunway College, including Sunway Sustainable Campus Committee (SSCC) and Food and Beverage (F&B) meetings, advocating for Student Affairs matters.
- Successfully raised RM 700 through a Community Service Initiative, contributing to SHELTER - Home for Children and supporting abused and neglected children.

Sunway University Toastmasters Club, Innovative Planning 5

June 2018 - Present

Sunway University

- Successfully completed the Innovative Planning pathway at Toastmasters International, delivering over 50 speeches and leading 2 public speaking workshops on Non-Verbal Communication and Business Pitching.

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

- Advised Espressolab Asia's CEO on innovative business strategies, meticulously identifying pain points and providing effective solutions.
- Developed a comprehensive go-to-market strategy supported by rigorous quantitative and qualitative analysis.
- Successfully increased Espressolab Asia's Instagram following by 20% through a well-defined marketing strategy.

VOLUNTEERING EXPERIENCE

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

- Chaired the National Youth Committee at a prestigious international Human Rights organization, spearheading the development and establishment of the Amnesty Youth Network, uniting 200 passionate youth activists.
- Served as a representative for Malaysian Youth at Amnesty International's Global Assembly, actively engaging in discussions on feminist leadership and governance alongside delegates from 30 diverse countries.
- Orchestrated the Youth Assembly, skillfully managing international speakers and a budget of RM25,000.
- Co-founded Amnesty International Malaysia's 3rd Youth Club at Sunway University.

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

- Established and equipped a comprehensive learning space at MANNA Learning Centre, Sunway, catering specifically to Myanmar refugees under the age of 7, offering diverse activities and educational resources.
- Conducted immersive sessions to empower young Myanmar refugee children with basic conversational skills.
- Assisted single Myanmar refugee mothers by imparting skills in crafting handmade recycled bags and enabling them to benefit from the profits generated through sales.

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

- Actively engaged in community service initiatives to support underprivileged and marginalized individuals, making a meaningful contribution to society.
- Attained the highest accolade at the Kuala Lumpur International Scouts Jamboree 2016, completing 10 pivotal activities alongside 3000 scouts from 15 diverse nations.

AWARDS AND ACHIEVEMENTS

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

- Received the prestigious Best Student Award from the Malaysian Digital Economy Corporation (MDEC) among 100 national nominees, recognizing exceptional academic and extracurricular accomplishments.

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

- Secured the championship title in the Malaysian Case Challenge, surpassing 20 competing teams.
- Represented Team Malaysia in the prestigious ICAEW Greater China and Southeast Asia Regional Case Challenge, pitting skills against teams from China, Indonesia, Singapore, and Vietnam.
- Developed innovative survival strategies for hotels amidst the Covid-19 pandemic, leveraging meticulous data analysis and smart revenue streams.

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

- Selected as one of 52 students among 4000 Malaysian students globally.
- Completed a two-week leadership program emphasizing soft skills and business acumen, including Business Challenges, Stakeholder Management, and Sales and Marketing. Assumed roles as CEO and CTO, achieving 2nd Runner Up in the CEO Challenge.

OTHERS

Technical Skills: Python, Java, HTML, SQL, PHP, SAS, R Studio, Hadoop, Linux Commands, PowerBI, Tableau**Certification:** 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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