



Experienced in the areas of project management, product management, campaign management, process improvement and data analytics. Problem solver that aims at bridging the gap between technology through data driven and creative approaches. Believer that process improvement and innovation needs to take into account the current vitals(data), process, people and technology to identify the quick wins and the longer term strategy.

TECHNICAL SKILL

- Analytic Tool(s): ACL, SAS, IBM SPSS, Metabase, Clevertap, Google Analytics
- Query Language(s): SQL [Redshift, Oracle, SQLite]
- Programming Language(s): Javascript, JQuery, Ruby, Python, R

WORK EXPERIENCE

Growth Team, HealthifyMe – Associate Product Manager June 2019 – September 2019

- Review current app flow and identify areas for enhancement and lead generation. Prioritise enhancement areas based on analysis of projected impact and development cost. Work with design and tech team to develop, test and launch enhancement requirements
- Identified key business objective and defined key metrics for performance and growth tracking
- Perform analytics using Clevertap and Metabase(Redshift) for management reporting purpose and for tactical campaign opportunities identification and ops support
- Built dashboards for app and ops tracking and monitoring on Metabase(Redshift)

Transformation Team, U Mobile – Assistant Manager/Product Owner November 2018 – June 2019

- Work with IT team and key stakeholders to setup project workflow and adopting the SCRUM framework
- Identified key business objectives for new app development and determine key stakeholders to be involved
- Host workshops with key stakeholders to identify key business requirements and to align requirements with long term app roadmap
- Defined key metrics for performance, revenue and engagement monitoring
- Perform analytics using SAS, SQL Queries and IBM SPSS to identify and track historical metrics and develop reports and tracker of current app performance as basis for the new app
- Developed product backlog based on the following prioritisation:
 - Criticality of feature to business based on cost/revenue impact
 - Data driven analysis of current app usage to determine revenue and usage impact
 - Key metrics and data field requirements and data frequency to track revenue, engagement and customer behaviour

Mentoring & Engineering Team, NEXT Academy – Mentor/Junior Engineer April 2018 – November 2018

- Review course materials and work with mentor team to restructure course delivery and syllabus for effective learning. Key objective was to engage students and to train students to be self sufficient
- Mentored students on the following tech stack:
 - Frontend: HTML, CSS, Javascript, JQuery, Bootstrap
 - Backend: Ruby on Rails, SQL

Customer Value Lifetime Management, U Mobile – Assistant Manager January 2016 – December 2017 **Campaign Management System Implementation – Campaign Team**

- Define business requirement and structure of campaign system through incorporating user and customer experience. Structure takes into consideration business objectives, customer experience, inter department user experience and feedback loop for campaign recalibration
- Identify key business objectives and perform campaign planning to define data frequency and data fields required for performance monitoring, customer segmentation and behavioral analysis
- Work closely with IT Project Manager and Vendors in ensuring requirements are met and identify workaround solutions where technical solutions are unable to meet business requirements

Acquisition, Upgrade and Loyalty Campaign – Campaign Team

- Identified key metrics based on business objective and developed report structure for high level monitoring and management reporting
- Perform analytics using SAS queries and IBM SPSS on industry trends, customer segment and align findings with key business objective to identify campaign opportunities
- Plan and map the end-to-end customer journey whilst considering currently available resources, enhancements or process changes. For enhancement and campaign execution, considered both timeline and cost impact.
- Define business requirements and platform requirements where applicable for campaign execution
- Engage and work with cross-functional teams critical for execution of campaign

Microfinancing – Platform & Product Team

- Reviewed entire financing workflow to identify process and customer enhancement
- Work with IT department and vendors for the change requirements and platform integration to POS system to implement controls for fraud prevention
- Perform analytics using SAS queries to identify opportunities for tactical campaigns
- Engage and work with external partner and internal cross-functional teams for execution of campaign

Enterprise Risk Services, Deloitte – Senior Consultant

November 2011 – October 2015

GST Project Management Office (Insurance Industry) – Team Lead

- Review the impact of GST to clients' environment through understanding clients' current business process and system functional aspects
- Enhance and develop new system and process workflows to incorporate GST requirements throughout clients' operations including the following:
 - Studying and understanding the impact of GST to the insurance industry
 - Understanding of clients' current business process and the existing IT systems' design and functional aspects
 - Leading and conducting GST workshop with the various division to share and obtain consensus for technical and business solutioning
 - Developing the GST Standard Operating Procedures for all divisions impacted by GST
- Monitor project progress and ensuring pre-set project timelines are met
- Perform data verification for validity of data crucial to GST computation
- Perform recomputation to ensure accuracy of system computation and output based on the GST requirement

Business and Promotional Plan Development (Certification Services) – Team Lead

- Assisted client with developing a 5 year business development plan and marketing strategy through:
 - Identifying the clients' current marketing strategy and internal processes
 - Identifying gaps in the current strategy and current resource allocation
 - Incorporating clients' future goals and expansion plans
- Devised short and long term action plans and presented recommendations to clients' top management

Revenue Recognition Review (Online Payment Industry) – Team Lead

- Assisted client with the identification of revenue and deferred revenue through:
 - Understanding clients' existing products, business channels and accounting standards impacting revenue recognition
 - Understanding the clients' IT systems and accounting practices to identify data extraction points
 - Performed analytics with ACL scripting to quantify year-end, deferred revenue and provisions

ERP System Evaluation and Review (Water Services Industry) – Team Lead

- Evaluated and identified areas for system enhancement in clients' existing ERP system through:
 - Identifying gaps in current ERP system and current business processes
 - Determining the risk and impact of existing gaps
 - Prioritising enhancement listing based on the impact to client and estimating the effort required
- Conducted workshops to identify areas for enhancements and presented recommendations to management

EDUCATION

Data Science Certification Course – 360DigiTMG, Malaysia

February 2020 – June 2020

Full Stack Web Development Quantum Degree – NEXT Academy, Malaysia

January 2018 – March 2018

Bachelor of Commerce – University of Victoria, Canada

September 2009 – August 2011

American Degree Program – Taylor's University College, Malaysia

January 2007 – August 2008