

Resume

Personal details

Name	Awangku As'ad
Email address	zainthworkspace@gmail.com
Phone number	01123133696 (Workspace) 0146070703 (Personal)
Address	No. 67, Kampung Gersik, Petra Jaya, 93050 Kuching
Gender	Male
Website Portfolio (Must Look)	zaintheusoff.work



About me

A commercially minded marketing and business development professional with proven experience in building growth strategies, managing cross-functional teams, and driving performance-led initiatives. Strong in aligning communication, marketing, and business objectives to support sustainable growth. Recognized for accountability, adaptability, and the ability to operate effectively under pressure while delivering tangible business outcomes.

Education

2025 - Present	Master of Corporate Communication Open University of Malaysia, Part Time <ul style="list-style-type: none">Developed advanced competencies in crafting integrated communication strategies aligned with business and organizational objectives.Applied research-based communication frameworks to analyze corporate narratives, media relations, and public perception across multiple platforms.
2021 - 2024	Bachelor (Hons) in Business Entrepreneurship and Innovation National University of Malaysia (UKM), Bandar Baru Bangi <ul style="list-style-type: none">With Sarawak Government scholarship and great opportunity to further my studies to one of prestigious and top university in Malaysia and Asia.Built a strong foundation in entrepreneurship, innovation management, and business strategy with emphasis on practical application and market-driven decision making.
2019 - 2021	Diploma in Business Entrepreneurship Kolej Poly-Tech MARA Bangi, Bandar Baru Bangi <ul style="list-style-type: none">During my studies, I served as President of the Student Representative Council and some experience of Director for Event Management, showcasing leadership and organizational skills.With a CGPA of 3.81, I received the Chief Officer Award for academic excellence.The program covered diverse subjects including entrepreneurship, innovation, economics, and marketing, providing a well-rounded education.

Employment

Sep 2025 - Present

**Marketing Coordinator and Strategist cum Business Development
Blitz Sdn Bhd, Kuala Lumpur, Malaysia**

- Led the development and implementation of integrated marketing strategies that significantly increased brand visibility and market share.
- Directed content creation and media planning to support product launches and promotional events, boosting engagement across digital platforms.
- Established strategic partnerships and collaborations to expand market presence and drive revenue growth in the region.
- Utilized data-driven insights to refine marketing tactics and inform decision-making, improving overall campaign effectiveness and ROI.
- Coordinated cross-departmental teams to align marketing campaigns with business development goals, resulting in enhanced customer acquisition and retention.

Aug 2024 - Sep 2025

Marketing & Media Specialist

Excel Sdn Bhd, Kuala Lumpur, Malaysia

- Developed and managed comprehensive content strategies across multiple digital platforms to increase brand awareness and engagement.
- Monitored and analyzed content performance metrics to optimize future content development and media strategies.
- Collaborated with cross-functional teams including design, PR, and sales to deliver cohesive and impactful marketing messages.
- Conducted competitor content analysis to identify gaps and opportunities in media content development.
- Coordinated public relations activities to strengthen brand reputation and manage crisis communication effectively.

Jul 2023 - Sep 2023

Special Officer in charge of Media

Dewan Undangan Negeri Melaka, Ayer Keroh, Melaka

- I've managed all of his social media, content planning, marketing for an ADUN's public image.
- Getting new experience in politics and corporate life with all elite and high-level ranking person.
- Followed him to everywhere to make sure his social media is up-to-date with all his duty followed up.
- Managed and enhanced the public image and media presence of a prominent ADUN through strategic social media content planning and marketing.

Mar 2022 - Jul 2023

Deputy Head of Department in Marketing and Media Production

Gee Hua, Damansara Perdana

- Main duty is to assist HOD in managing all in current department staffs.
- Develop and implement innovative marketing strategies specifically tailored to boost the company's digital presence in Kuching and surrounding markets.
- Adapt quickly to remote work environments, demonstrating strong time management and organizational skills to meet service level agreements and performance targets.
- Collaborate with cross-functional teams to escalate complex issues and ensure swift resolution.
- Prepare short summary reports to COO, solutions implemented, and improvement plans, ensuring clear communication and transparency.

Feb 2023 - Feb 2025

Performance Marketing Analyst (Remote)

JT Jaya Sdn Bhd, Work From Home (Remote)

- Utilized A/B testing and data analytics tools to improve conversion rates and customer acquisition strategies.
- Monitored key performance indicators (KPIs) such as click-through rates, cost per acquisition, and lifetime value to refine targeting.
- Implemented data segmentation and audience targeting strategies to enhance marketing personalization and effectiveness.
- Conducted detailed attribution analysis to understand the effectiveness of various marketing channels and adjust budgets accordingly.

Feb 2021 - Mar 2022

First Assistant Manager

A&W Malaysia Sdn Bhd, Kajang

- In charge of whole branch operation when Restaurant General Manager is unavailable.
- Making sure all staff following procedure such as C.H.A.M.P.S - Cleanliness, Hospitality, Accuracy, Maintenance, Product Quality and Speed of Service.
- In charge of invoice and ordering new delivery stock.
- Managing staff's schedule and working shift.
- Uphold company policies and standards while handling sensitive customer information with confidentiality and professionalism.

Nov 2020 - Mar 2022

Freelance Videographer

Self employed

- Managing own business by getting new job, handled own marketing.
- New experience in creative arts industry.
- Keeping an accurate record of hours worked and income received.
- Ensuring that your work equipment remains in excellent working condition at all times.
- Produced high-quality video content tailored to client specifications to enhance brand storytelling and audience engagement.

Dec 2018 - Mar 2020

Assistant Branch Manager

Cosmo Restaurant Sdn Bhd, Damansara

- Promoted to Assistant Branch Manager after 6 months working as normal crew.
- Whole new experience in managing business operation.
- Supervised daily branch operations to ensure efficient workflow and high customer satisfaction.
- Trained, motivated, and managed a team of crew members to maintain excellent service standards.
- Handled customer complaints and resolved issues promptly to maintain a positive brand image.

Apr 2016 - Nov 2018

Marketing Executive

Telemark Sdn Bhd, Kuching

- Developed and implemented social media strategies that enhanced brand presence and increased follower engagement on multiple platforms.
- Created targeted marketing initiatives that increased product adoption rates and enhanced customer loyalty in Sarawak localized market.
- Utilized marketing analytics and consumer insights to optimize campaign performance and improve return on investment.
- Developed and executed localized marketing campaigns tailored to Sarawak's unique cultural and demographic segments, driving increased brand relevance.

Aug 2016 - Aug 2018

Cashier (Part Time)

Shell PJSS Sdn Bhd, Kuching, Sarawak

- Working part-time as Cashier at night shift/evening shift.
- Working here as generate more side income.
- Accurately processed customer transactions using POS system during night shifts, ensuring quick and efficient service.
- Handled cash, credit, and debit transactions while balancing the register at the end of each shift.
- Maintained cleanliness and organization of the cashier area to comply with hygiene and safety standards.

Skills

Marketing

Project Management

Creative Arts

Management

Negotiator

Communication skills

Integrated marketing strategies

Strategic partnerships

Data analysis

Performance metrics analysis

Leadership

Content strategy development

Market Research

Business Development

Languages

Bahasa Melayu

English

Bahasa Brunei

Extracurricular activities

Aug 2021 - Sep 2022

**President Majlis Perwakilan Pelajar / Student Representative Council
Bandar Baru Bangi**

References

- Puan Azza Nurul Farhana Binti Aliah Human Resource Manager, Kiraini Excel Sdn Bhd +6017-6991288
- Tuan Mohd Idham Khalid bin Abu Bakar Marketing & Content Senior Manager, Kiraini Excel Sdn bhd +6011-27376357
- Puan Zulrina Efriza Zaidi Kolej Poly-Tech MARA Bangi, Bangi +60133127572, zulrinaefrina@gapps.kptm.edu.my