



Bangsar, K.L



## EXPERIENCE

### NET REVENUE MANAGEMENT ANALYST | MYSG | UNILEVER MALAYSIA | 2021-Present (9 months)

- Identify opportunities to maximize profitability of the company, considering both the business context and market particularities.
- Understanding the competition, consumers and company's position - develop data driven strategies to maximize growth

### Senior Client Service Executive | Analytics | Consumer Insights | The Nielsen Company (Malaysia) |

2019-2020 (1 year 8 months)

### Client Service Executive | Analytics | Consumer Insights | The Nielsen Company (Malaysia) |

2017-2019 (1 yr 4 months)

- Handled key client accounts ranging from retail, fast moving consumer goods (FMCG) to government-linked sectors.
- Performed customer satisfaction, brand health, market sizing, product test/ perception, mystery shopping and tracker studies.
- End-to-end project management and execution (i.e.: Crafted reports, proposals and presented findings to clients).
- Contributed on critical national and multi-country projects to elevate business performance via initiatives in building better cohesion across key functions in the company.
- Co-developed multiple winning project proposals to clients that met the company's business need and questions.
- Managed and coached junior teams to perform effectively in the aspects of client relations, project management, and data analytics.

### INTERN | PROJECT MANAGEMENT DEPARTMENT | MMC

### GAMUDA KVMRT (PDP) SDN BHD | 2016-2017 (3 months)

- Managed and supervised contractors on M&E related systems in the Mass Rapid Transport (MRT) Sungai Buloh-Kajang line.
- Chaired site inspection meetings and directly liaised with contractors regarding project development and issues.

### INTERN | FPSO OPERATIONS DEPARTMENT | VICTORIA PRODUCTIONS (SUBSIDIARY OF PERISAI PETROLEUM) |

2015-2016 (2 months)

- Exposed to daily operational activities and production processes.
- Discovered potential issues with existing firefighting foam system and proposed viable solutions by regulating the flow rate.



## EDUCATION

MONASH UNIVERSITY MALAYSIA

| 2013 - 2018

| BACHELOR OF ENGINEERING  
IN MECHANICAL ENGINEERING

HELP UNIVERSITY

| 2011 - 2013

| EDEXCEL INTERNATIONAL  
ADVANCED LEVELS

SMK BUKIT BANDARAYA,

KL | 2006 - 2011

| SIJIL PELAJARAN MALAYSIA  
(SPM)

## LANGUAGE

### ENGLISH

Speaking	10
Writing	10
Reading	10

### BAHASA MALAYSIA

Speaking	9
Writing	9
Reading	9

### CHINESE

Speaking	7
Writing	2
Reading	2

## ACHIEVEMENTS & ROLES

### SEA Talent Program | The Nielsen Company (Malaysia) |

2019-2020

- Among over 20 associates selected across South East Asia, this year-long program enable participants to gain management and leadership capabilities through international exposure, coaching and mentoring from senior leaders, involved in local and cross-market presentations.

### Simply Excellent Gold Award | The Nielsen Company (Malaysia) |

2018

- Delivered a successful client workshop attended by over 60 senior stakeholders. Client gave a feedback Net Promoter Score (NPS) of 10/10.

### Exco Member | Nielsen Malaysia Toastmasters Club |

2018-2020

- Held responsibility in setting up the club at the company.
- Communicated with the top management prior to starting the club.
- Organized club meetings regularly.

### Emcee | Nielsen Malaysia Annual Dinner 2018 |

2018

- Hosted the event with a turnout of about 1000 company staffs.

### Journal Publication | Monash University Malaysia |

2018

- Research journal titled "*Pyrolysis of blend (oil palm biomass and sawdust) biomass using TG-MS*" successfully published on Bioresource Technology.

### Assistant Worship Coordinator | First Assembly of God Church, KL |

2017-PRESENT

- Involved in arranging teams for church events and weekly services.
- Grooming young talents in aspects of musical skill and character building.

### Chief Editor | Potter's Hand Speaks Newsletter | Potter's Hand (Non-profit Organization) |

2015-PRESENT

- Managed all editing activities for bi-annual newsletters in a team.
- Able to deliver within tight timelines.

### Emcee | Engineering Buddy Buddee Night Event | Monash University Malaysia |

2015

- Hosted an audience of about 100 students.

### Exco Member | Mid Valley Toastmasters Club |

2014-2015

- Organized club events (i.e.: Humorous Speech and Table Topics Contest, and Club Slogan Contest).

### Debate Team | SMK Bukit Bandaraya (High School) |

2009

- School representative in the KDUDA 1st Inter High School Debate Challenge and 7th National English Debate Competition Tan Sri Datuk Paduka Dr Hajjah Saleha Debate Cup .

## REFERENCES

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