



## **MUHAMMAD NUR HAKIM BIN SHAUDIN**

**019-3773-770**

E-mail : [mnhakimshaudin@gmail.com](mailto:mnhakimshaudin@gmail.com)

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### **SUMMARY**

- Graduate with Bachelor in Health Administration (Hons).
- Working experience in marketing and customer services in the healthcare industry especially in hospital & clinic settings and the call center industry.
- Loves playing sports such as cycling, fishing, and futsal.
- A young, energetic, and passionate person who wants to achieve my dream and success both in career and lifestyle.
- Ready to give my best effort in everything I do and willing to learn more from others.

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### **PERSONAL PARTICULAR**

Permanent Address : 09-06, Residensi Medan, Jln Pjs 3/54, Taman Medan,  
46000, Petaling Jaya, Selangor

I/C No : 910702-05-5173

Gender : Male

Date of Birth : 02<sup>th</sup> July 1991

Age : 32 years old

Place of Birth : Hospital Besar Kuala Pilah

Nationality : Malaysian

Religion : Islamic

Race : Malay

Email: [mnhakimshaudin@gmail.com](mailto:mnhakimshaudin@gmail.com)

Health : Excellent

Marital Status : Married

Driving License : B2, D

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## EDUCATIONAL BACKGROUND

### HIGHEST EDUCATION

Level : **Bachelor in Health Administration (Hons.)**  
Field of study : **Healthcare administration services**  
Name of institution : Uitm Puncak Alam.  
CGPA : 3.70  
Year : 2015

Level : **Diploma in Occupational Therapy**  
Field of study : **Healthcare services**  
Name of institution : Uitm Puncak Alam.  
CGPA : 3.09  
Year : 2009-2012

### SECONDARY EDUCATION

Level : Sijil Pelajaran Malaysia (SPM)  
School : Sekolah Menengah Kebangsaan Datuk Mansor, Bahau, Negeri Sembilan.  
Grade : 2(A), 3(B), 2(C), 1(D)  
Year : 2007 - 2008

Level : Sijil Penilaian Menengah Rendah (PMR)  
School : Sekolah Menengah Kebangsaan Datuk Mansor, Bahau, Negeri Sembilan.  
Grade : 2A, 3B, 3C

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## CAREER OBJECTIVES

To utilize my knowledge, experience, and skill, gives hard work and full support to accomplish the company goals in all aspects.

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## STRENGTH & SKILLS

### STRENGTH

- High motivation and team working skills with a strong determination to succeed.
- Quick learner with full confidence and enjoy learning new skills.
- Able to work under pressure and problem solver.
- Strong interpersonal skills and punctual person

### SKILLS

Language: Malay and English. Practiced in both, either in oral and written.  
Computer: Good in Microsoft Office, Excel, Word, and Power Point

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## WORKING EXPERIENCE

**Company** : SITI HEALTHCARE SDN BHD (Klinik Siti)  
**Industry** : Healthcare – General Practitioner Group of Chain Clinic  
**Specialization** : Marketing/Business Development  
**Position Level** : Corporate Marketing Manager  
**Year** : April 2022 - Present

### **Corporate Client** : TPA, DIRECT PANEL, INSURANCE, SME, COMMUNITY

- Formulate and implement marketing activities to support the growth of the company.
- Identify customer needs and problems while working to acquire and build strategic relationships to offer value-added services.
- To market and promote clinic services and facilities to the targeted market segments for corporate panel.
- To develop new business, establish and manage strategic business
- To provide strategic marketing directions to achieve positive corporate results for the company.
- To service and develop the sales potential of the market opportunities and to strengthen the company position.
- Initiate and, spearhead marketing programs, campaigns, trade shows, exhibitions, industry events, and meetings.
- Initiate discussions and proactively identify solutions to marketing issues and manages internal and manages external customer relationships.

### **OSHA Services**

- To identify and establish new areas with HSE for the annual medical check-up for the departments that engage with chemicals under Schedule I and II and fit to work assessment
- Develop packages for the company's medical surveillance yearly program
- Develop packages for OHD check-ups by demand: Seafarer Medical check-up, Site Supervisor, Scaffolding, Site Safety Supervisor, Green book application, LPTA, Medex001 Petronas requirement and yellow book application
- Prepare and customize a package based on company requirements – CHRA
- Liaise with laboratory, NIOSH, and JKKP for reporting case incident

**Company** : KPJ SELANGOR SPECIALIST HOSPITAL  
**Industry** : Healthcare / Medical  
**Specialization** : Marketing/Business Development  
**Position Level** : Sr. Marketing Executive  
**Year** : Jan 2016 – March 2022

### **Corporate Client**

- E.g.: Company, Government body, TPA, MCO, and Insurance
- To establish marketing services contacts with corporations
- Creating and implementing various marketing programs and campaigns while also assessing the demand for new products
- Perform and analyze customer research, market research, existing market conditions plus competitor information
- Prepare, develop and maintain subsidiary and a corporate brand image along with market awareness.
- To develop and coordinate various community-related programs e.g. health talks, community education programs, health screenings, and special events
- To participate design of a marketing kit or any related printed material related to hospital promotion

### **Health Tourism Services**

- Develop special packages for medical tourism such as for tourists who looking for medical service needs
- Making contact with the embassy especially the Indonesia embassy for marketing purposes
- Making contact with hotels, transportation, travel agents, consultants, and tourism-related
- Arranging accommodation, transportation, and appointment for the patient and family members
- Collaborate with international agents for health tourism services offer
- Promoting hospitals centre of excellence such as Orthopedics, Cardiology, and Neurology in an international setting such as an event, and engagement with the community member, clubs and local travel agencies
- Preparing all cost estimations and procedures for inpatient and outpatient to agent and patient.
- Helping in visa extension, liaising, booking flight tickets for return, and do international medicine postage outside Malaysia

### **OSHA Services**

- Liaise with the Safety officer for special project eg: Medical Surveillance and fit-to-work assessment
- Work as a team with Occupational Health Doctor to the site visit, medical checkups, and review purposes at the company.
- Develop packages for OSHA yearly program
- Set up OSHA services in the Hospital setting
- Prepare and customize a package based on company requirement
- Liaise with laboratory, NIOSH, and JKKP for reporting case incident

### **GENERAL PRACTITIONER (GP's)**

- To build rapport between Gp's and consultants
- Creating special packages to GP's to meet their demand
- Handling GP's affiliation program and health talk
- Visiting Gp's for feedback and marketing purposes

### **Public relations**

- Helping with all aspects of planned publicity campaigns and PR activities
- Helping organize and attending promotional events such as press conferences, open days, exhibitions, tours, and visits
- Providing clients with information about new promotional opportunities and current PR campaigns progress

**Good knowledge in Medical term**

### **CUSTOMER SERVICE PROFESSIONAL**

**Company** : VADS SDN BHD  
**Industry** : Tele-communication  
**Specialization** : Technical Department  
**Position Level** : Customer Service Executive  
**Year** : 2015-2016

- Handle inbound calls from customers about technical problems and internet connections
- Attend inquiries, problems, and troubleshooting for customers in order to get the internet line connection stable
- To maintain confidentiality of related documents that involve the customer's name at all times
- To meet all the KPI and KRA based on the goal given

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### **AWARDS CERTIFICATES**

- Dean's Award for Semester 1 Degree (January 2012 Examination)
- Dean's Award for Semester 2 Degree (June 2013 Examination)
- Dean's Award for Semester 3 Degree (December 2014 Examination)
- Dean's Award for Semester 6 Diploma (Mac 2011 Examination)

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## EXTRA CURRICULAR ACTIVITIES

### UiTM

- 2014** Bureau of transportation of “We Come to Learn”, visit to HUSM Kelantan.  
Participant in “Mini SAF (Badminton)”  
Bureau of multimedia, “Update Yourself” Professional Talk in Healthcare Issues
- 2013** Participant in “Jom Ngail 2.0”  
Participant in “Larian D’Puncak 5 KM”
- 2012** Participant in “Jom Ngail
- 2011** Special Task Bureau Occupation Therapy Team Building  
Committee members of “Bengkel Stress Management” Occupational Therapy  
Committee of Persatuan Bulan Sabit Merah

### SCHOOL

#### 2002 – 2008

Participate in ‘Pertandingan Bola Sepak Kelab Pencegah Jenayah Sekolah Menengah Daerah Jempol’  
Participate in ‘Perkhemahan Bersepadu PKBM (Darat/Laut/Udara) Peringkat Kebangsaan 2007’ at Teluk Batik, Lumut, Perak Darul Ridzuan.  
Gold Certificate Awards in “Kejohanan Bola Sepak MSSM Daerah Jempol”  
Committee of PKBM Cadet

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## REFERENCES

The following persons have information regarding my qualifications and character:

**Pn. Shahila Mohd Yunus**

**Head of Marketing**

Siti Group of Companies  
G25, Laman Seri Business Park, Seksyen 13,  
40100, Shah Alam, Selangor  
Hp no : 012- 645 3512

**En. Amirul Asyraf Roslan**

**Credit Control Manager**

Avisena Specialist Hospital  
No 4, Jalan Ikhtisas, Seksyen 14, 40000, Shah Alam  
Selangor.  
Hp no: 013-369 9818

**Pn. Fadzrin Aliza Zainal**

**Head of Marcom**

KPJ Healthcare Sdn Bhd  
Menara KPJ, 238, Jln Tun Razak, 50400, Kuala Lumpur  
Hp no : 019-233 4600

**En. Nizman Hadi Nor Hashim**

**Business Development Manager**

Klinik Ajwa Sdn Bhd  
20, Jalan Kristal J7/J, Seksyen 7, 40000, Shah Alam, Selangor.  
Hp No: 016-261 0529