



NOR AINI MAHMOOD ZOHDY

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Career Objective

To secure a challenging position in a competitive environment that will allow me to utilize my professional experience and education, strengthening my skills and abilities, as well as offer new and refreshing ideas in a conducive and supportive environment.

Education

May 1997-June 2000	Bachelor in Business Administration (hon.) Universiti Utara Malaysia, Sintok Kedah Major: Operations and Quality Management
July 1994-April 1997	Diploma in Business Studies Universiti Teknologi MARA, Johore Campus
1989-1993	St. George's Girls School, Penang. SPM 1993 Grade 1 SRP 1991 Grade 1

Working Experience

March 2013-current	Company: <u>Etiga Insurance & Takaful</u> Current Position: <u>Account Manager – Enterprise Corporate</u> <ul style="list-style-type: none">• to bring in sales and revenue through direct corporate & Maybank clientele• To execute and implement the marketing activities by managing the operational and financial aspects and provide support to the unit heads for Corporate Direct Unit in accordance with the Etiga's organizational objectives.• Manage and achieve the prescribed budget on gross premium for the unit.• Execute to achieve underwriting results according to the planned strategy.• Identify and monitor Corporate Direct provision for bad debts through effective premium collection procedure.• Identifying and securing profitable accounts through prudent comprising of renewals.• Execute the planned strategy to provide quality services.• Compliance to the company stated process and procedures including the statutory requirement.• Regular visitations to Corporate Clients to develop and strengthen rapport by attending to their business request and needs.• Prompt response and follow up which forms the integral part of the job description.• Monitor and report on activities and provide relevant market information for management decision.
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- Monitor and report on market and competitors activities by updating information in the monthly production report.
- Analyze market requirement by providing input through regular discussion with the Unit Heads on new product and market requirement.

May 2008-March 2013

Starting Position: Campaign Manager – Affinity & Worksite, Direct Retail Distribution

- to bring sales and revenue through Maybank Group staff portfolio.
- Initiate and carry out business strategies and plan to Maybank Group staff,
- Promote and sell life (Mutiara Plus Takaful Keluarga plan) and general products (Staff Motortakaful.com) in line with the approved marketing strategy which will accelerate existing business opportunities and build new premium generation
- The contract holder and focal point of communication between Maybank Group Mutiara Plus participants from Maybank, Etiqa, Aseambankers & MIM staff and Etiqa's Policy Processing, Payment and Collection, Claims and HR.
- Ensure the department achieves the targeted penetration rate, life assured and policy take-up.
- work closely and maintain good rapport with Etiqa's Regional Insurance Managers and Maybank Financial Executives to ensure the campaigns are carried out smoothly at branch level nationwide and do product/campaign briefing from time to time to ensure all are on the same page in terms of product/campaign knowledge
- in charge of closing sales to corporate clients to Northern & Southern region as part of regional expansion of AWM business

July 2007-April 2008

Company: Airocom Technology Berhad
Position: Account Manager – Channel Management

- **Project Lead** - ensure channel management projects realized by the team, weekly progress update to the director, plan out the roadmap for each projects and monitoring, follow-up with key team members on project updates, ensure revenue generated from the projects meet up with the sales target set by the director. **Projects:** Mocoria (wireless products & services kiosks, future franchise chain), co-branding of Mocoria with other existing franchise retail outlets, joint venture of Mocoria with Felda & Risda for remote co-operatives.
- **Internal coordinator for channel franchise scheme** - organize selection (call-up and interview) of franchisee, organize and handle franchisee in-house training, source for training providers, develop the training schedule, assist in preparation of training manuals and set-up for internal trainings.
- **Marketing & Sales** – marketing and sale of Airocom's wireless solutions to 3 market segments : Telecommunication, Enterprise & End Users, assist in marketing plan for the company, update of sales and marketing report on weekly basis, and come out with study and analysis on competitors offering

August 2006-June 2007

Starting Position: Executive Assistant to HR Vice President

- **Executive Assistant Role** - provide comprehensive and proactive secretarial and support to the Vice President of HR, manage high level of confidential work, handle correspondences, annual report, reports, meeting minutes and presentation packages, plan and arrange departmental meetings, setting of meeting agenda, transcribes weekly/monthly meeting minutes and follow through meeting action plans, liaise with company secretary on corporate matters, maintain related investor relations and HR /updates in Airocom website
- **Administrative Role** - ensures that human resource files and records are maintained in accordance with legal requirements and company policies and procedures, coordination of management meetings and travel arrangement.
- **Company and staff event** – coordinate and plan company and staff activities and events eg: team building activities, annual dinner, product launching etc.

April 2005-August 2006

Company: VADS Berhad

Position: **Client Services Executive (VADS-Celcom Call Centre Project)**

- **Client Servicing** - Focal point of contact between the client (Celcom) and all departments within VADS
- **Client Services** - Compilation of data to prepare, update and produce: Weekly Executive Report, Client Complaint Log, Client Satisfaction Survey and Minute weekly client meeting and follow-up on internal action items
- Coordinate the effort of internal departments for the timely delivery of client requests
- **Internal co-ordinator for COPC** (Customer Operations Performance Centre) **certification** (ie: setting up internal meetings, gather all internal files & data to be submitted to the auditors, ensure readiness for the audit for certification)
- **Program Performance** - Ensure overall project performance meet the service level as stated in the Contract and Agreement
- **Operations Deliveries** - Co-ordinate Weekly Operations Meetings, Assist Operations Director in all ad-hoc meetings at Operations Managers and Operations Support level, Follow-up and compile all action items
- **Client and staff event** – Co-ordinate and plan client service activity and event, staff monthly events, liaison for VADS corporate in coordinating and managing all staff event and Project Asset control/tracking

Accomplishment: Best Support Staff Award 2005 for VADS-Celcom project.

Dec 2001- April 2005

Company: Indah Water Konsortium Sdn Bhd

Post: **Customer Care Executive**

- Responsible to attend to customers' queries and complaints through all modes of communication i.e correspondence, service line and walk-in counter
- To gather, organize and file customers' correspondence and supporting documents systematically
- To ensure that handling of customers queries and complaints are channeled to the correct customer support departments

- Be up-to-date with the latest information on sewerage operations and government policy pertaining to Sewerage Services Act
- Perform departmental other related duties i.e updating of customer database and return mail

June 2000-Nov 2001

Company: Educational Trend Sdn. Bhd. (Penang)

Post: Sales Executive

- Responsible for doing market research and sales of education software in Penang and the northern region
- Present usability of software to clients ie private colleges, schools, politician (sponsorship programmes)
- Produce monthly reports to the management
- Part-time teaching of the English programme to the students at the education centre.
- Act as an administrative assistant to the present operations manager in data compiling, producing office reports etc.

Relevant Information

Trainings

- Essentials of Franchise Business for Would Be Franchisor Training – March 2007
- Media & Branding in Franchise Business – April 2007
- Risk Management Workshop – April 2007
- National Retailers Seminar – April 2007
- Effective English Writing Skill - 2011
- Time Management & Effectiveness – June 2012

Strengths

Highly motivated, energetic, creative and versatile business executive with seven years combined experience in sales & marketing, customer service, account servicing, administrative as well as leadership in channel management. Excellent communications and management skills, hardworking, responsible, resourceful, competent and able to work under minimum supervision.

Personal Description

A strong team player with proven leadership ability. Able to handle tasks independently. I have the ability to make public presentation and communicate and interact with people of all levels. I am a fast learner and like to take full responsibility of my tasks. I speak Bahasa Malaysia and English articulately and also learned basic Mandarin.

References

Pn Fazuna Musa
AVP, Channel Management Manager, Life / Family
Etika Insurance & Takaful
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Dataran Maybank
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Tel: 019-6637152

En Shahrin Abd Karim
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Current Salary: RM6,600

Expected Salary: RM9,000.00

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