

# LATHA LIZA PERIASAMY

## MANAGER



Highly motivated, pleasant personality, cheerful and hardworking. An enthusiastic self-starter with strong communications skills. A strong learner, and possess the right skills required to help achieving its goals and objectives. Strong sense of responsibility in career and a perfectionist. Able to speak English, Tamil and Bahasa Malaysia fluently. Willing to travel or relocate for a new opportunity abroad. Started my career with EFTEL, Australia (Based in Malaysia) as customer care team leader and moved on to various SAP roles later on. In total 12 years of work experience since 2007.

### CONTACT

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### PROFESSIONAL CERTIFICATE

**Microsoft Azure Administrator**

Valid: March 2020 – March 2022

**Citrix Certified Associate-Virtualization**

Valid: Feb 2020 – Feb 2023

**ITILv4** KnowledgeCom,Malaysia Feb 2020

**Artiz Liquid Soap &** Aug 2016

**Translucent Soap Making**

Artiz Atelier Academy

**Artiz Intensive Skincare &** Aug 2016

**Spa Products Making**

Artiz Atelier Academy

**SAP Business Object** Mar 2013

**Dashboards 4.0 Core BOX311**

SAP

**SAP SCM-Order Fullfilment** May 2011

(ECC 7.0) MDec

**Teambuilding and People** Oct 2010

**Skills** Rayguide Management

**Introduction to Keyboarding** Dec 1997

### EDUCATION

**MULTIMEDIA UNIVERSITY, CYBERJAYA, MALAYSIA**

**Bachelor of Multimedia Technology Management (HONS): Information Technology**  
2004– 2008

**MULTIMEDIA UNIVERSITY, MELAKA, MALAYSIA**

**Diploma in Information Technology**

2002– 2004

### WORK EXPERIENCE

**PBEX ENTERPRISE****[MANAGER]**

7/2014–CURRENT

**Responsibilities**

- Successfully managed RM 1.5 to 2 million budget projects and achieved the project goals. (Exports)
- Developed and implemented new marketing and sales plans with a defined strategy for the next 5 years.
- Oversee the online marketing strategy, manage the promotion campaigns and social media accounts for the company.
- Develop and maintain an effective marketing and public relations strategy to promote the products, services and image of the company in the wider community. (Hotel amenities and Soaps)
- To communicate with other departments (IT, Marketing, Finance, Sales) to ensure smooth process flow.
- To manage e-commerce business and operation flow (Issue Purchase Order, Packing and Posting, Checking Payments) during first phase to enhance customer online shopping experience.
- To communicate with vendors and other departments to solve dispute cases.
- Ensure that new clients grow into a loyal customer base.
- Ensure all paperwork for clients in terms of export and government approval is gotten in time for product placings on shelves.
- Involved in product testing, management and development of new business opportunities worldwide.

**Achievements**

- Successfully completed a brand blue print for The Bar Soap People.
- Developed an woo-commerce platform and converted the traditional business into an online eCommerce solution.
- Set up the first Malaysian soap making system online where clients can choose and create their own soaps or shower gels based on their skin type and preferred active ingredients.
- Collaborated with online marketplaces like Ourshop (AirAsia), Lazada, ERomman and Shopee.
- Successfully joint venture with Malaysian celebrity in creating uniquely formulated skin care and hair care products.  
[Example: Bussaina,Lonel,Tahara]

## SKILLS

- Physical Organization  
*Creative Thinking, Effectiveness, Productivity*
- Planning  
*Analyzing issues, Decision Making, Project Management, Strategic Planning*
- Team Work  
*Collaboration, Delegation, Goal Setting, Group Leadership, Adaptability*

## AREAS OF EXPERTISE

- Marketing
- Project Management
- Organizational Management
- Process Optimization
- Contract Negotiations
- SAP BW
- Business Objects
- Adobe Photoshop
- Web Intelligence
- Client Relations & Presentation
- Social Media Management/Marketing
- Content/Copywriting
- Helpdesk & IT Support

## HOBBIES

Travelling  
Dancing  
Cooking Vegetarian Food  
Spending quality time with my kids

### PETRONAS ICT SDN BHD

**[Business Intelligence Solution Consultant]**

3/2011–4/2014

#### Responsibilities

- Develop SAP BW queries.
- Assist and resolve BW query related issues.
- Develop Business Object reports. (Web Intelligence)
- Gather user requirement.
- Ensured that quality & defect logs are maintained.
- Liaise with other projects, respective clients and teams to integrate solutions.
- Resolve Webi (Web Intelligence) reporting related issues.
- Assist project manager in coordinating the BOBJ team and all task in line with the time line given.
- Conduct UAT/TTT sessions and handover session.
- Involved in coaching & briefing new team members.

#### Projects

Project : Plant Project (Ethylene)  
Estimated Project Value : < MYR 1 Million  
Tools : SAP BOBJ + SAP BW

Project : Gas & Power Management Dashboard System  
Client : Petronas  
Estimated Project Value : < MYR 1 Million  
Tools : SAP BOBJ + Microsoft SharePoint

Project : SAP BW 7.3 Report Conversion  
Client : Petronas  
Estimated Project Value : < MYR 2 Million  
Tools : SAP BW 7.3

#### Other projects :

- Human Resource Management for Oil & Gas industry (SAPPHIRE) (Petronas).
- SLM BI ( Service Desk Management Reporting )

### DKSH CORPORATE SHARED SERVICES CENTRE

**[SAP BW Application Specialist]**

2/2008–11/2010

#### Responsibilities

- Configure and implement BW reporting using BEx Web/Excel analyzer.
- Gather user requirements and ensure timely BW report delivery.
- Work extensively on distributing reports with SAP Information Broadcaster.
- Automate report broadcast using process chains.
- Monitor and schedule data load.
- Weekly reports to be produced for the project manager showing progress against
- outstanding milestones, status, resource requirements, issues, risks and dependencies.
- Day to day management of change requests in relation to the project plans to ensure agreed deadlines are met.

- Addressing incidents efficiently, by gathering / logging all necessary information to resolve the user's incident during the initial contact, and applying their application knowledge to resolve incidents.
- Monitor Incidents and Requests to ensure the Service meets client agreed SLA.
- Resolving tickets via the Remedy Mid Tier 6.3 and in-house Business Service Management (BSM) system.
- Log all transport requests by the delivery and functional team from system T21 to P21.
- To design and execute the test scenarios and test scripts.
- Develop Business Object Webi report.
- Prepare Functional & Technical Specification documents and provide end-user training.
- Drive data quality via reconciliation check and business process analysis activity.
- Analyze data and BW functionalities to build operational and strategic reporting views.

#### **Project**

- 1 full life cycle implementation. (Internal project)
- Task/Knowledge transfer to Basis from BW team – User Authorization.
- Create, organize and maintain all business and country roles respectively based on requirements.
- Based on DKSH authorization procedure training and documentation were provided to Basis team.
- Developing Queries as per user requirements using key figures, characteristics, restricted key figure, calculated key figure, text variable, and structure.
- Transition from Remedy Mid-Tier 6.3 to in-house Business Service Management (BSM).

#### **Achievements**

- Joined as Management Associate and got promoted to SAP BW Application Specialist in a span of 3 months.
- Closed 200 tickets under (BSM) the BI Support team in a span of 4 months. Example: Service
- Request, Change Request and Incident Request.
- Provided front level consulting services to business users and converted user requirement into functional and technical specification.
- Provide training to end users on navigation in BW reports.
- Strong Knowledge in Bex Query Designer, Business Explorer Analyzer and Bex Web.

#### **CGOC (M) Cyberjaya , Malaysia (EFTel,Australia)**

**[Global Support Executive]**

6/2007–8/2008

#### **Responsibilities**

- Provided Level 2 technical support to residential and corporate Australian Internet and Telephony users.
- Supported networking devices such as ADSL modem, routers, wireless connection and various operating systems.
- Responsible for internet and telephony fault investigations, help-desk, help-desk emails, help-desk callbacks, fault callbacks, domains and network abuse.
- Currently in training to support ADSL2+ and VDSL 2 users.
- Provided customer service in relation to sales and accounts query.

- Continuous commitment in terms of assisting with and providing training and support to the new CGOC (EFTel) hires as well as support during and after the buddy system program.
- Providing frequent updates with customer regarding issues and providing assurance.

**Project**

- Creation of the first help-desk and domains manual.
- Contributed in training and orienting new staff on policies and procedures.
- Trained technical help-desk and customer service staffs on domains.

**Achievements**

- Involved in event planning for staff social activities.
- Team leader during weekends to oversee operations for help-desk, sales and accounts.
- PR liaison for company's staff club.
- Responsible in preparing company newsletters.
- Escalating issues and ensuring speedy, accurate and customer satisfactory resolutions. (Including TIO cases)
- Customer appreciation letters & emails sent to call center manager for the professional and quick solution provided.