

# Azizah (Azie) M. Nasir

Fundraising & Events Professional

## 👤 Profile

I am experienced in Fundraising and Events with a demonstrated history of working in the non-profit industry and humanitarian organizations. Bringing forth a passion for helping the organization to achieve goals and a proven track record of finding and securing funding sources. Adept at promoting awareness regarding programs and organization initiatives, while working to plan and coordinate important fundraising activities and events.

## 🏢 Employment History

### Deputy Head of Fundraising at MERCY Malaysia, Kuala Lumpur

October 2014 — Present

Led the team through a series of fundraising activities intended to raise funds and create awareness of current humanitarian needs and issues affecting the community locally and globally. Exposed to multi interactions between a number of the public ("community fundraising"), high-value donors or sponsors: companies, foundations, and high net-worth individuals.

#### Achievements:

- Worked closely with related teams in successfully securing over RM 60 MIL for COVID-19 response.
- Oversaw implementation of Seringgit Sehari, a sustainable funding mechanism that garners an average of RM 200K annually from public donations.
- Coordinated donations from corporations and foundations that contributed to raising over RM 5 MIL (Malaysia Flood Response 2022).
- Collaborated with the Communication team to develop and implement four annual campaigns per year.
- Managed a portfolio of donors (Government Linked Companies (GLCs) and foundations) with contributions from RM 100K - RM 4 MIL.
- Developed relationships with corporate donors to understand their business environment and Corporate Social Responsibility (CSR) direction and provide suitable project proposals to align with their core pillars and focus areas.
- Undertook all account receivable both public and private sector.
- Executed major yearly fundraising events that earn an average of RM 80K each.
- Facilitated in improving the viability of workflow and processes used to manage pipeline activities.
- Led the team by providing them with guidance, motivation, and support.

### Sales Executive at Top Gloves (known as Terang Nusa), Kota Bharu

October 2010 — October 2014

Executing sales strategies through Asian and European regions. Managed approximately 35 accounts and grow customer base through networking, referrals, sales presentation, and exhibitions. Accountable for meeting sales targets and maintaining client satisfaction.

## Details

Royal Domain Sri Putramas II,  
Block A10908, Jalan Putramas off  
Jalan Kuching, Kuala Lumpur,  
52000, (60)12519-9005  
[aziedatonasir@gmail.com](mailto:aziedatonasir@gmail.com)

Date / Place of birth

1982-06-17

Kota Bharu, Kelantan

Nationality

Malaysian

## Skills

Project Management

Negotiation

Financial Planning

Attention to detail

Sales Strategies

Event Management

## Links

[LinkedIn](#)

## Achievements:

- Grew base from RM 1.MIL to RM 3.MIL in 19 months, increasing accounts from 25 to 35. Consistently met or exceeded the monthly target.
- Adept at building a strong bond with each prospect and customer - from lead generation to close and beyond through a consultative solution-based approach.
- Maintained friendly and professional customer interaction.
- Attended trade shows i.e. Medica in Germany and Arab Health in Dubai among others.

## 🎓 Education

### **Master Degree in Business Administration, University of Southern Queensland, Toowoomba, Australia**

March 2007 — September 2008

Major in International Business

### **Bachelor of Business, University of Southern Queensland, Toowoomba, Australia**

March 2003 — September 2006

Major in Marketing

## 🎓 Courses

### **Project Management Essentials, PM Advance**

August 2022 — August 2022

### **Development of Effective Safety Committee Training, XP Technic Solutions**

July 2022 — July 2022

### **Psychological First Aid, MERCY Malaysia**

October 2020 — October 2020

### **Crisis Simulation, Knowledge Group of Companies**

August 2015 — August 2015

### **Build Strong Management Skills, Malaysian Institute of Management**

November 2015 — November 2015

## 📄 References

References available upon request