



LIDYA AZRINA HARIS

Sales & Marketing | Sourcing Management | Project Management
8 Year's Exp.

Contact Details

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Career Summary

- Having 8 years experiences in serving prestigious organizations performing the diversify roles in Sales & Marketing, Project Management, Business Development.
- Expertise in Customer & Vendor Service Management but not limited to: marketing, proposal and contract preparation, pipeline database, sourcing/procurement process & procedure and project cost control

Certification

- Recognized as Graduate Engineer by Board of Engineers Malaysia (Reg. No.: 103991A) since Nov 2015.
- Certified as Yellow Belt in Lean Six Sigma Program in July 2018
- NIOSH TM Safety Passport (NTSP) Card Holder

IT & Computer Literature

- Microsoft Office – Word, Excel, Power Point, Publisher, Project, Visio & Outlook
- Database Software – Microsoft Access
- SAP
- Solidworks
- IES VE
- AutoCAD
- Lightroom

EXPERIENCE

- Sep 2022 - Present
- Malakoff Radiance Sdn Bhd (Subsidiary of Malakoff Corporation Berhad)**
Kuala Lumpur, Malaysia
Assistant Manager, Sales & Marketing
- Jan 2019 – Aug 2022
- Malakoff Technical Solutions Sdn Bhd (Subsidiary of Malakoff Corporation Berhad)**
Kuala Lumpur, Malaysia
Senior Executive, Sales & Marketing
- Nov 2015 - Dec 2018
- Malakoff Technical Solutions Sdn Bhd (Subsidiary of Malakoff Corporation Berhad)**
Kuala Lumpur, Malaysia
Executive, Commercial & Marketing
- Apr 2015 - Oct 2015
- Ihandal Energy Solutions Sdn Bhd**
Selangor, Malaysia
Project Mechanical Engineer

EDUCATION

- Feb 2012 - Dec 2014
- University of Tasmania**
Tasmania, Australia
Bachelor of Engineering (Mechanical)
- Jan 2011 - Dec 2011
- Universiti Kuala Lumpur (UniKL- Malaysia France Institute)**
Selangor, Malaysia
(1st Year of Degree) Bachelor of Engineering (Mechanical)
- Jan 2010 - Dec 2010
- MARA College Kuala Nerang**
Kedah, Malaysia
Foundation in Science and Technology
- Feb 2008 - Dec 2009
- MARA Junior Science College Muar**
Johor, Malaysia
Malaysian Certificate of Education

CORE SKILLS

Project Management
Communication/
Presentation
Cost Control
Negotiation



Multitasking
Relationship
Management
Strategic Thinking
Problem Solving



Technical/Functional Training & Development

2022	July	Certified Energy Management & Energy Audit
	October	Business Analysis and Business Case Preparation
2021	September	PMP Certification Training
2020	February	Pricing Challenge
2019	May	Strategic Selling
		Converting Large Deals
	March	Transformer & Generator: Design, Operation & Maintenance
2018	July	Lean Six Sigma: Yellow Belt
2017	September	Customer Relationship Management (CRM) Training
	August	Business Financial Skills For Non-Financial Personnel Training
	July	Mastering 'LinkedIn' For Business
2016	November	Internal Audit ISO 9001:2015 SIRIM Training
	September	Understanding and Implementing Risk and Opportunities ISO 9001:2015 SIRIM Training
	Jun	Code of Ethics/Regulations Training by Board of Engineers Malaysia
	Jun	Engineering Management Practice Training by Board of Engineers Malaysia
	March	Awareness ISO 9001:2015 SIRIM Training

PROVEN JOB ROLES

1. Assistant Manager, Sales & Marketing

Malakoff Radiance Sdn Bhd

Sep 2022 – Present

- Lead the sales activities from the client engagement until project operation phase in Total Energy Solutions services which are Solar PV System, EV Charger, Battery Energy Storage System, Renewable Energy Certificate, Energy Efficiency Monitoring System and Waste Management.
- Prepare business proposals and presentation to clients in creating and nurture business opportunities
- Analyze potential client, competitor, internal performance and tender requirements.
- Assist in formulating business and financial strategy including joint venture, collaboration, merger and acquisition and disposal strategies
- Develop annual business and strategic plans and budgets and translate them into actionable and quantitative plans
- Responsible in contract negotiation and strategizing the contracts
- Oversee risk management through identification and evaluation processes and provide mitigation on the possible risk
- Analyze and prepare report for the commercial performance of actual against business plan and budgets.

2. Senior Executive, Sales & Marketing

Malakoff Technical Solutions Sdn Bhd

Jan 2019 – Aug 2022

3. Executive, Commercial & Marketing

Malakoff Technical Solutions Sdn Bhd

Nov 2015 - Dec 2018

Sales & Marketing Role:

- Managed over RM20 million pipeline each year that supported the creation of more than 20 new accounts
- Identify sales leads, pitch services to clients and maintain a good working relationship with new contacts
- Researching organizations and individuals to find new opportunities
- Prepare and execute the design of sales and marketing collateral and strategies
- Execute the technical and commercial response to tenders & prepare proposals in Maintenance, Repair & Overhaul (MRO) work in various industries such as Power Generation, Facilities, Utilities, Manufacturing and Oil & Gas.
- Prepare long term service contracts with customer and vendors to ensure maximum profitability
- Maintain project and customer main database

Languages

Bahasa	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
English	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>

Personal Information

Date of Birth	18 th August 1992
Marital Status	Married
Nationality	Malaysian
Driving License	Class D

Declaration

I hereby assure that the above information furnished by me is true. I hope that the above mentioned particulars will meet your requirements and if given a chance to prove myself, I assure you that I will do the best to fulfill company's objectives.

References

References would be provided on request/demand

Project Management/Sourcing Management/Cost Controller Role:

- Responsible for over 500 projects in term of successful initiation, planning, monitoring, controlling and closure of projects
- Define, develop, negotiate and contract strategic sourcing solutions that meet project's requirements and enhance profitability by controlling or reducing costs, improving payment terms, reducing inventory and optimizing supply chain efficiencies.
- Participate in procurement process for any tendering works for projects that require external resources by adhering to all procurement's policy and procedure.
- Participate in negotiation with vendors and secure profitable deals
- Perform cost and scenario analysis, and benchmarking
- Discover and partner with trustworthy vendors and suppliers
- Project management & coordination activities – dealing with clients & vendors on project execution
- Integrate with marketing plan and initiate appropriate changes to the technical team and manage all research and development process.

Authority Liaison & Compliance

- Work closely with relevant authorities to ensure conformance to tender or project requirement, quality plan and specifications.

Others:

- Participate in section quality documentations (ISO9001: 2015) and risk management
- Appointed as QMS Internal Auditor for Tanjung Bin Power Plant
- In charged for the company website redesign, revamp and updates

4. Project Mechanical Engineer

Ihandal Energy Solutions Sdn Bhd

Apr 2015 - Oct 2015

- Responsible in planning, tracking and supervision of energy solutions design and installation in commercial building through their Hot Water System and Solar Rooftop Panel.
- Responsible in coordinating with clients, sub-contractors and installation team for the timely and orderly completion and execution of said work
- Representative of company for weekly meeting with clients and contractor on project progress
- Designed technical drawing of the hot water (energy saving) system with compliance to the existing building system
- Executed technical research for the product improvement and new design
- Prepared monthly invoice to clients based on their energy savings

ACTIVITIES

Jan 2013 –
Dec 2014

- **Charity & Cultural Affairs Director of Malaysia Student's Council of Australia Tasmania 2013/2014 ("MASCA Tasmania")**

- Organized charity and cultural events in Hobart, Tasmania
- Represented MASCA Tasmania in Malaysian Summit Australia 2014

2013 & 2014
Session

- **Entertainment Director for 'JOM! Festival' (Malaysia Festival) in Hobart, Tasmania**

- Made contacts and engagement with other cultural societies in Tasmania to participate in the events
- Created ideas and contributed in running the performances
- Founder of Tasmania Malaysian Performer for JOM! Festival

2011 - 2014

- **Volunteering Programs**

- Mizuno Run 2012 at UPM, Serdang (2012)
- Adidas Marathon King of The Road 2011 at Sunway Pyramid (2011)
- Hari Belia Negara 2011 at Putrajaya (2011)
- Zoo Negara Volunteer Program (2011)