



# Alya Syahida Alias

## Empowering Lives and Challenging Boundaries

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## About me

Hi there! I'm Alya, and I have a burning passion for empowering lives and challenging boundaries. Born and raised in Kulim, Kedah, Malaysia, I come from a low-income family of five siblings. Education was highly valued in our household, and my parents made sacrifices to ensure we had the opportunity to pursue our dreams.

Throughout my journey, I've had the privilege of experiencing different cultures and gaining a global perspective. My travels and studies in various countries have reinforced my belief in the power of education and the need for equal opportunities for all.

Driven by a deep sense of purpose, I made the decision to transition from the corporate world to social activism. Witnessing the challenges faced by low-income families like mine, I founded Pertubuhan Kebajikan The Gagaks Selangor, an NGO dedicated to supporting high-risk communities and advocating for their rights. It has been an incredible and rewarding journey, as I've had the chance to make a positive impact and help those in need.

Currently, I hold the position of Senior Manager in CSR and Fundraising at SOLS 24/7 Group. Working alongside a dedicated team, we strive to bring free education to everyone. I collaborate closely with government institutions, such as the Ministry of Women, Family, and Community Development, to address issues like homelessness and create sustainable solutions.

Beyond my professional endeavors, I am deeply passionate about environmental conservation, flora, fauna, and animal welfare. I firmly believe in leaving behind better children who are environmentally conscious and equipped to care for our planet.

As a single mother of three, I understand the challenges that women face in society. However, I am committed to empowering women and demonstrating that any obstacle can be overcome with determination and hard work.

One of my personal challenges has been adopting a stateless child. This experience has shed light on the complex legal and societal issues surrounding statelessness in Malaysia. It has motivated me to fight for the rights of stateless individuals and advocate for necessary reforms.

In conclusion, my journey as an advocate for empowerment, education, environmental conservation, and women's rights is driven by a genuine desire to make a difference. I believe that by working together, we can create a more equitable and sustainable society. Let's join forces in creating a brighter future for all.

# Career highlights



## Achievement :

- **Project Director** for Project Bright - [Rays of Hope - Petronas](#)
- **Project Director** for [Program Menyantuni Gelandangan - DBKL](#)
- **International Volunteer** for APEC 2020
- **Project Developer** Water of Life Sarawak -Save the Children Korea
- **Board of Director** Rumah Ronald McDonald HCTM UKM
- **Committee Members** Makmal Fasa 2 Laporan Kajian Dasar Pendidikan Negara 2019 - Ministry of Education Malaysia
- **Committee Members** Kajian Dasar Pendidikan Negara (JKDPN) Bersama-sama Pemegang Taruh Berkaitan Pendidikan - Ministry of Education Malaysia
- **Director of Strategies & Development** for NGOhub Asia
- **Actyvator** for Program Actyvate - Ministry of Finance - SOLS 24/7
- **Strategies & Development Officer** for Mission Stateless kids Sandakan, Sabah
- **Social workers Trainer** for Federasi Kebangsaan Pekerja Belia, Majlis Belia Malaysia
- **Founder** for Pertubuhan Kebajikan The Gagaks Selangor - NGO that fight education right for high risk community & stateless community.
- **Volunteer** at UN World Geneva

## Impact/Award:

- **Google Educator Trainer**
- **Anugerah Rakan YKN** Kementerian Pembangunan Wanita Keluarga dan Masyarakat
- **Inisiatif bagi Menangani Isu Gelandangan di Bandaraya Kuala Lumpur** - Rakan Kerjasama bersama Kementerian Wilayah Persekutuan

# Experience

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21 years of total experience

May 2021 - Present  
(2 years 2 months)

**Senior Manager CSR & Fundraising**  
SOLS Energy Sdn. Bhd. | Kuala Lumpur, Malaysia

Industry	Non-Profit Organisation / Social Services / NGO
Specialization	Corporate Social Responsible & Fundraising
Role	Others
Position Level	Senior Manager

- \* Served as a Senior Manager in CSR (Corporate Social Responsibility) and Fundraising at SOLS Energy, a non-profit organization focused on social services and sustainable energy solutions.
- \* Developed and implemented innovative digital fundraising strategies to expand the organization's reach and engagement with donors.
- \* Successfully collaborated with clients such as Petronas Malaysia Bhd, UOB Malaysia, RHB Malaysia, Expro, Save the Children Korea, and Boustead Holding, fostering strong partnerships and securing sponsorships.
- \* Engaged with a diverse range of stakeholders including government bodies (MOE, JKM, KWP, DBKL, JAKOA, Mindef), international organizations (UNSDG, UNICEF), academic institutions (UiTM, UKM, USM), and industry players (KBS, MARA).
- \* Managed the Project Decarbonize initiative, which involved corporate matching with registered non-profit organizations to supply and install solar panel PV systems.
- \* Led the Project Kampung Solar, providing PICO solar lights to indigenous communities living off-grid without electricity supply.
- \* Developed and implemented renewable technology projects, installing PICO solar lights at Orang Asli homes and solar PV panels at old folks homes, orphanages, schools, and disability centers.
- \* Collaborated closely with stakeholders to ensure effective project planning, execution, and monitoring, adhering to timelines and budgets.
- \* Advocated for sustainable energy practices and raised awareness about the benefits of renewable technologies through partnership with organizations like UNSDG, Perak State Park, and UNICEF.
- \* Prepared comprehensive reports, proposals, and presentations to communicate the organization's CSR and fundraising efforts, project progress, and impact achieved.
- \* Conducted regular monitoring and evaluation of projects, incorporating feedback and data analysis to drive continuous improvement.
- \* Stayed updated with the latest advancements in renewable technologies, participating in conferences, workshops, and industry networks to enhance knowledge and innovation.

May 2018 - Apr 2021  
(3 years)

**Director of Stakeholder Management**  
SOLS 24/7 | Malaysia

Industry	Non-Profit Organisation / Social Services / NGO
Specialization	Marketing/Business Development
Role	Business Development
Position Level	Senior Manager

- \* Developed and implemented comprehensive stakeholder engagement strategies to effectively manage relationships with key stakeholders.
- \* Collaborated closely with government agencies, NGOs, and community partners to align goals and drive impactful initiatives.
- \* Acted as the main point of contact for stakeholder communication, ensuring timely and transparent information flow.
- \* Conducted regular stakeholder meetings, fostering productive dialogue and addressing concerns or feedback.
- \* Led stakeholder engagement initiatives, including workshops, conferences, and events, to

promote collaboration and partnership.

- \* Established and maintained positive relationships with donors, sponsors, and supporters, securing ongoing support for the organization.

- \* Monitored and evaluated stakeholder satisfaction levels, leveraging feedback to enhance stakeholder engagement strategies.

- \* Managed stakeholder databases and CRM systems, ensuring accurate and up-to-date information for effective communication.

- \* Collaborated with cross-functional teams to ensure stakeholder needs and expectations were met throughout project lifecycles.

- \* Demonstrated strong negotiation and conflict resolution skills in managing stakeholder relationships.

Nov 2017 - Apr 2018  
(6 months)

## **Project Co-ordinator**

Federasi Kebangsaan Pekerja Belia | Selangor, Malaysia

Industry	Non-Profit Organisation / Social Services / NGO
Specialization	Program Coordination for Second Chance Youth
Role	Others
Position Level	Senior Manager

- \* Successfully established and led the implementation of the SMARTECH-Ri4 program, a second chance initiative targeting youth aged 18-39.

- \* Designed and developed the program, which evolved from the previous MyStreetInterview program, to serve as a job matching platform for participants.

- \* Orchestrated a comprehensive nine-month program, encompassing one month of soft skills training followed by eight months of on-the-job training.

- \* Focused on empowering participants by enhancing their inner strength and confidence levels before placement in industries for job training.

- \* Conducted regular counseling sessions with participants at their workplaces, fostering open communication and addressing any challenges or concerns.

- \* Collaborated closely with the human resource departments of partner industries to foster better understanding between participants and employers.

- \* Monitored the progress and performance of participants throughout the program, providing ongoing support and guidance.

- \* Maintained program records and documentation, ensuring accurate and up-to-date information for reporting and evaluation purposes.

- \* Worked closely with a team of professionals to deliver the program effectively and achieve its objectives.

Demonstrated strong organizational and coordination skills to ensure the smooth execution of the program.

Sep 2012 - Aug 2017  
(5 years)

## **Founder & CEO**

LurveSweet Enterprise | Malaysia

Industry	Food & Beverage / Catering / Restaurant
Specialization	Corporate Strategy/Top Management
Role	Others
Position Level	Senior Manager

- \* Founded and successfully operated a small bakery at an academic institute, providing fresh baked goods to students, faculty, and staff.

- \* Developed a comprehensive business plan, including market analysis, product selection, pricing strategy, and financial projections.

- \* Managed all aspects of the bakery, including ordering ingredients, baking, inventory management, and customer service.

- \* Created a diverse menu of baked goods, catering to various dietary preferences and restrictions, such as vegan, gluten-free, and nut-free options.

- \* Established efficient production processes to ensure timely delivery of fresh products while maintaining high quality standards.

- \* Implemented effective marketing strategies, utilizing social media platforms, flyers, and word-of-mouth referrals to attract customers.
- \* Built and maintained strong relationships with customers, providing exceptional service and personalized recommendations.
- \* Managed the bakery's finances, including budgeting, sales tracking, and expense management.
- \* Conducted regular inventory assessments, optimizing stock levels and minimizing waste. Implemented food safety and sanitation protocols to ensure compliance with health and safety regulations.
- \* Hired and trained a team of staff members, fostering a positive work environment and promoting teamwork.

Dec 2013 - May 2017  
(3 years 6 months)

## Founder / Chairman

Pertubuhan Kebajikan The Gagaks Selangor | Selangor, Malaysia

Industry	Non-Profit Organisation / Social Services / NGO
Specialization	Corporate Strategy/Top Management
Role	Chief Executive Officer (CEO)/Managing Director
Position Level	Senior Manager

- \* Founded and established Pertubuhan Kebajikan The Gagaks Selangor, a non-profit organization focused on serving high-risk communities.
- \* Extensively served the following areas: Kuala Lumpur, Kedah, Pulau Pinang, Negeri Sembilan, Selangor, and Kelantan.
- \* Provided support and assistance to various institutions and communities, including old folks homes and orphanages.
- \* Developed social enterprise businesses to create sustainable solutions for the underprivileged and empower them economically.
- \* Conducted training and mentorship programs for single mothers, equipping them with entrepreneurship skills and knowledge.
- \* Organized and delivered hygiene training initiatives for the Orang Asli communities, promoting health and sanitation practices.
- \* Collaborated with local authorities, community leaders, and stakeholders to ensure effective implementation of programs.
- \* Engaged in community outreach activities to raise awareness about the organization's services and foster community involvement.
- \* Conducted needs assessments to identify specific challenges and tailor interventions accordingly.
- \* Leveraged partnerships with local businesses and organizations to enhance the impact and sustainability of the organization's initiatives.
- \* Regularly evaluated program effectiveness and made improvements based on feedback and evolving community needs.

Apr 2012 - Jun 2013  
(1 year 3 months)

## Business Development Associate

360 Studio WorldWide Sdn Bhd - Naza Corp | Kuala Lumpur, Malaysia

Industry	Advertising / Marketing / Promotion / PR
Specialization	Marketing/Business Development
Role	Business Development
Position Level	Manager

- \* Played a key role in business development activities, driving growth and expansion for 360 Studio WorldWide Sdn Bhd.
- \* Developed and implemented effective strategies to attract new clients and secure partnerships with renowned brands.
- \* Collaborated closely with cross-functional teams to execute advertising, marketing, and promotion campaigns.
- \* Engaged in public relations activities, fostering positive relationships with clients, stakeholders, and the media.

- \* Worked with iconic brands such as Harley Davidson, Ducati, MAS (Malaysia Airlines), Ferrari, Kia, Peugeot, and numerous other brands under the NAZA Corp umbrella.
- \* Conducted market research and analysis to identify new business opportunities and industry trends.
- \* Negotiated contracts and agreements, ensuring mutually beneficial terms for the company and its clients.
- \* Cultivated strong relationships with clients, providing exceptional service and addressing their specific needs and requirements.
- \* Managed and coordinated multiple projects simultaneously, ensuring timely delivery and client satisfaction.
- \* Collaborated with internal teams to develop innovative advertising and marketing strategies to enhance brand visibility and attract target audiences.
- \* Monitored and evaluated campaign performance, analyzing data and implementing optimization strategies for maximum impact.
- \* Supported the overall business objectives of 360 Studio WorldWide Sdn Bhd, contributing to its growth and success.

Apr 2011 - Mar 2012  
(1 year)

## **Business Consultant**

Lawrence Hisham & Co

Industry	Law / Legal
Specialization	Marketing/Business Development
Role	Business Development
Position Level	Senior Executive

- \* Specialized in marketing and business development activities to drive growth and enhance the firm's client base.
- \* Played a senior executive role, contributing to the overall strategic planning and decision-making processes.
- \* Collaborated with clients to understand their business needs and provided expert advice and solutions.
- \* Conducted comprehensive market research and analysis to identify potential business opportunities and industry trends.
- \* Developed and executed marketing strategies to promote the firm's services and attract new clients.
- \* Engaged in business negotiations and facilitated discussions with potential clients, demonstrating strong communication and negotiation skills.
- \* Worked closely with legal teams to ensure compliance with regulatory requirements and industry best practices.
- \* Prepared and presented proposals and business pitches to prospective clients, effectively showcasing the firm's capabilities and value proposition.
- \* Assisted clients in negotiating and drafting legal paperwork for office property lease or purchase agreements.
- \* Conducted due diligence processes and risk assessments to mitigate potential legal and financial risks.
- \* Collaborated with cross-functional teams, including lawyers, accountants, and executives, to provide comprehensive business solutions to clients.
- \* Monitored and evaluated the performance of marketing campaigns and initiatives, implementing improvements based on data-driven insights.

Nov 2005 - Aug 2008  
(2 years 10 months)

## **Operation Executive**

ROCKWELL AUTOMATION (M) SDN BHD

Industry	Manufacturing / Production
Specialization	Logistics/Supply Chain
Role	Shipping Operation
Position Level	Senior Executive
Monthly Salary	MYR 4,000

i am responsible for data entry, accounts payable, payroll, grant report entry, managing the organizations HR, helping and creating organizational and program budgets in collaboration with the ED and Program Direct, and other misc. tasks.

Reporting to the ED and serving as a member of the Management Team along with the ED, Program Director and Development Director, this position's primary responsibility is ensuring organizational effectiveness by providing leadership for the organization's financial functions.

Working with the management team, the position also contributes to the development and implementation of organizational strategies, policies and practices. I also interact with the Board of Directors.

Apr 2003 - May 2004  
(1 year 2 months)

**Consultant Officer**  
**Federal Express (Sg) Pte Ltd**

Industry	Transportation / Logistics
Specialization	Customer Service
Role	Supervisor/Team Lead
Position Level	Senior Executive
Monthly Salary	SGD 3,000

- \* Demonstrated exceptional customer service skills, ensuring high levels of customer satisfaction.
- \* Held a supervisory/team lead position, responsible for leading and managing a team of customer service representatives.
- \* Acted as a senior executive, contributing to strategic planning and decision-making processes.
- \* Provided expert guidance and solutions to customers, addressing their transportation and logistics needs.
- \* Managed and resolved customer inquiries, complaints, and issues in a timely and professional manner.
- \* Developed and implemented customer service strategies and initiatives to enhance the overall customer experience.
- \* Monitored service performance metrics, identifying areas for improvement and implementing corrective actions.
- \* Collaborated closely with internal teams, including operations, sales, and logistics, to ensure seamless service delivery.
- \* Conducted training sessions for team members, enhancing their product knowledge and customer service skills.
- \* Implemented process improvements to streamline operations and enhance efficiency.
- \* Prepared reports and presentations on customer service performance, highlighting key metrics and insights.
- \* Built and maintained strong relationships with key customers and stakeholders, fostering long-term partnerships.
- \* Stayed updated with industry trends and developments, providing proactive recommendations to enhance service offerings.

Jan 2003 - Mar 2003  
(3 months)

**Junior Executive**  
**Exxonmobil**

Industry	Oil / Gas / Petroleum
Specialization	Engineering - Civil/Construction/Structural
Role	Civil Engineer
Position Level	Fresh / Entry Level
Monthly Salary	MYR 2,500

- \* Analyze survey reports, maps, drawings, blueprints, aerial photography, and other topographical or geologic data to plan projects.
- \* Plan and design transportation or hydraulic systems and structures, following construction

and government standards, using design software and drawing tools.

- \* Compute load and grade requirements, water flow rates, and material stress factors to determine design specifications.

- \* Inspect project sites to monitor progress and ensure conformance to design specifications and safety or sanitation standards.

- \* Direct construction, operations, and maintenance activities at project site.

- \* Direct or participate in surveying to lay out installations and establish reference points, grades, and elevations to guide construction.

- \* Estimate quantities and cost of materials, equipment, or labor to determine project feasibility.

- \* Prepare or present public reports, such as bid proposals, deeds, environmental impact statements, and property and right-of-way descriptions.

- \* Test soils and materials to determine the adequacy and strength of foundations, concrete, asphalt, or steel.

- \* Provide technical advice regarding design, construction, or program modifications and structural repairs to industrial and managerial personnel.

- \* Conduct studies of traffic patterns or environmental conditions to identify engineering problems and assess the potential impact of projects.

Nov 2002 - Dec 2002  
(2 months)

### **Telemarketer Supervisor**

TeleTech (M) Sdn Bhd

Industry	Advertising / Marketing / Promotion / PR
Specialization	Sales - Telesales/Telemarketing
Role	Supervisor/Team Lead
Position Level	Senior Executive
Monthly Salary	MYR 1,500

First project is with Telekom Malaysia and AXA Affin Assurance Bhd. here we do telemarketing intruduce the insurance via phone using Telekom Malaysia provide by Telekom. I am among the pioneer there.

## **Education**

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2005

### **King's College London**

Professional Degree in Business Studies/Administration/Management | Malaysia

Major	Economics & Management BSc
Grade	Grade A/1st Class

2002

### **Kolej University Tun Hussein Onn**

Bachelor's Degree in Engineering (Civil) | Malaysia

CGPA	3.67 / 4.0
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## **Skills**

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Advanced

Internet, MS Powerpoint, MS Word, MS Excel, Google Analytics, Good Communication Skills, Google Digital Garage, Google Trainer

Intermediate

AutoCad