


Personal Details			
Name	Nur Farrah binti Mohammad Halid		
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Educational Background	
Period	2019 – 2021
Institute Name	ARSYAD AYUB GRADUATE BUSINESS SCHOOL (AAGBS), UiTM, SHAH ALAM, SELANGOR
Course Completed	MASTER IN BUSINESS ADMINISTRATION (CGPA : 3.51)
Period	2015-2017
Institute Name	UNIVERSITI TEKNOLOGI MARA ( UiTM ), PUNCAK ALAM, SELANGOR
Course Completed	BACHELOR of BUSINESS (HONS) INTERNATIONAL BUSINESS (CGPA : 3.81)

Employment History	
Period	2022-Current
Company Name	Experian (Malaysia) Sdn Bhd
Position Held	Product & Data Specialist
Job Scope	<ul style="list-style-type: none"> <li>Monitor industry trends, conduct market analysis and implementing strategic initiatives to enhance the attractiveness and competitiveness of products.</li> <li>Collaborate with prospective data partners to develop new products, contribute to successful product growth strategies and remain competitive in the market.</li> <li>Orchestrated training initiatives targeting diverse stakeholders, tailor sessions to address the unique needs of sales and marketing teams as well as consumer segment and ensure comprehensive understanding of product offerings.</li> <li>Coordinate product launches and feature communication with Channel and Marketing teams.</li> <li>Reviewed and optimized system process flows and operational procedures ensuring strict compliance with regulation and contribute to seamless delivery of services.</li> <li>Customer centric excellence by providing post-launch support, promptly addressing inquiries from customers and ensure high level of customer satisfaction.</li> <li>Led end-to-end User Acceptance Testing (UAT) for platform enhancement, guaranteeing the functionality and address any issue for a flawless user experience.</li> <li>Cross functional synergy by orchestra coordination for necessary system enhancements, liaising between IT, marketing and management teams.</li> </ul>
Period	2020 – 2022
Company Name	AFFIN Islamic Bank Berhad
Position Held	Executive, Product Development
Job Scope	<ul style="list-style-type: none"> <li>Spearheaded the identification of innovative products and successfully enhanced existing offerings, contributing to the bank's growth and market competitiveness.</li> <li>Managed end-to-end product development lifecycle, collaborating cross-functionally to successfully launch solar financing solutions in alignment with market demand. This initiative significantly boosted the bank's revenue.</li> <li>Prepare proposal papers to Shariah Committee (SC), Management Committee (MCM), Group Management Credit Committee (GMCC), Product Program (PP) and other related papers for approval/endorsement/notification of new/enhanced product.</li> <li>Product bundling and product profitability by monitoring the lifecycle of the products and ensures the sustained success and competitiveness of the product portfolio.</li> <li>Plan and execute business promotional programs/products training session to related department and branches, enhancing product awareness and sales effectiveness.</li> <li>To gather feedback on the customer's acceptance/perceptions on the launched products/services.</li> <li>Forecast sales for multiple product development teams using history and growth expectations, assist salesperson to recommend proper products.</li> </ul>

	<ul style="list-style-type: none"> <li>Conduct research on product features and practice to ensure that the product remains competitive and assure that the product has the highest quality of standard.</li> </ul>
<b>Period</b>	<b>2018-2019</b>
<b>Company Name</b>	AFFIN Islamic Bank Berhad
<b>Position Held</b>	Executive, IT & Operations
<b>Job Scope</b>	<ul style="list-style-type: none"> <li>Assisting mobile app development by executes UAT test plans for E-TRADE financing product (letter of credit, trust receipt, banker acceptance, bank guarantee, shipping guarantee and others) and ensure that the system functionality is fully tested within project timescales and to a high quality.</li> <li>Perform trading transaction for deposit, financing &amp; credit card through able ace raakin &amp; bursa tawaruq platform.</li> <li>Handled a wide range of administrative and executive support tasks to assist staff of multiple departments to ensure no interruptions in the work flow.</li> <li>Reconciling payments to ensure the accounting system reflects the correct transactions and supporting the month end process.</li> <li>Maintain integrity and security each data or record been sync between branches and headquarter.</li> </ul>
<b>Period</b>	<b>January 2018- June 2018</b>
<b>Company Name</b>	AFFIN Bank Berhad
<b>Position Held</b>	MANAGEMENT TRAINEE
<b>Job Scope</b>	<ul style="list-style-type: none"> <li>Underwent various department rotations from Group Treasury, Group Credit Management, Islamic Banking, Commercial and Corporate Banking to learn the fundamentals of banking holistically as well as product knowledge.</li> <li>Worked alongside the head and managers of the attached department to understand, review the whole business operation and participate in company's strategic planning.</li> <li>Developed and implement different styles of leadership during department rotations to maintain work efficiency and productivity.</li> </ul>

<b>Internship/ Practical Experience</b>	
<b>Period</b>	<b>January 2016-June 2016</b>
<b>Company Name</b>	PETRONAS
<b>Position Held</b>	Intern, Risk Management, Downstream Business
<b>Job Scope</b>	<ul style="list-style-type: none"> <li>Assist in 6 Sigma Project and monitor risk associated in Petronas Africa's Facility.</li> <li>Identified and communicated accounting and auditing matters to senior members of the team.</li> </ul>

<b>Computer, Language &amp; Skills.</b>	
<b>Computer</b>	Microsoft Office Suites.
<b>Language</b>	English and Bahasa Malaysia.
<b>Skills</b>	<ul style="list-style-type: none"> <li>Proven track record in designing and implementing Shariah-compliant products and services.</li> <li>Excellent communication and presentation skills.</li> <li>Strong leadership and team management skills.</li> <li>Regulatory compliance and industry best practices.</li> <li>Market research and competitive analysis.</li> <li>Strong analytical and problem solving skills.</li> </ul>