

**Siti Nur Khaliesah Binti Md Yunos**  
**BBA (Hons.) Investment Management**  
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## EDUCATION

Sep 2017 - Jul 2020	<b>BBA (Hons.) Investment Management, Universiti Teknologi MARA Segamat</b> <u>CGPA</u> : 3.01/4.00	<b>Johor</b>
Jun 2016 - May 2017	<b>Accounting, Kolej Matrikulasi Gopeng</b> <u>CGPA</u> : 3.56/4.00 <u>MUET</u> : Band 4	<b>Perak</b>
Jan 2011 - Dec 2015	<b>MARA Junior Science College Alor Gajah</b>	<b>Melaka</b>

## WORK EXPERIENCE

July 2022 - Current	<b>Product Research &amp; Development Executive, Bank Simpanan Nasional (BSN)</b> <ul style="list-style-type: none"><li>Responsible in planning and designing activities and developing conceptual framework for new product innovation and enhancement of existing products.</li><li>Conducted market research and competitive landscape in ensuring continuous alignment to customer trends and needs.</li><li>Prepared business proposals and obtaining necessary approvals based on the Bank's Matrix of Authority.</li><li>Collaborated with relevant departments/ stakeholders in reviewing documentations and execution of the product development process flow.</li><li>Assessed process issues to encourage smoother procedures and efficient work-flow.</li></ul>
Nov 2021 - Jul 2022	<b>Product Value Proposition Executive, Bank Simpanan Nasional (BSN)</b> <ul style="list-style-type: none"><li>Accommodated in the enhancements to product design specifically for BSN mandated products that would improve customer experience.</li><li>Obtained all internal and external stakeholders approvals for operational and services excellence documentations.</li><li>Provided product refresher training/ briefing on new and existing products to all front-liners to increase product knowledge.</li><li>Determined customer demands and industry trends by conducting customer surveys and product portfolio analysis.</li></ul>
Apr 2021 - Nov 2021	<b>Management Associate Programme (MAP), Bank Simpanan Nasional (BSN)</b> <ul style="list-style-type: none"><li>Received formal trainings in the fundamentals of banking and project management.</li><li>Undergone 6-months on the job training; rotational attachments throughout several business-driven and support departments with a cross-functional view of the banking operations and management skills.</li></ul>
Jun 2020 - Apr 2021	<b>Trade &amp; Investment Executive Assistant, Invest Selangor Berhad</b> <ul style="list-style-type: none"><li>Supported in the project management for Selangor State; <i>Program Digitalisasi Urus Tadbir Tenaga Kerja</i> (PRODUTK) 2020, Selangor Information Technology and E-Commerce Council (SITEC) 2020, Selangor International Business Summit (SIBS) Soft Launch 2020 and <i>Klusterisasi Negeri</i> Selangor 2020.</li><li>Assisted in the administrative and data monitoring.</li><li>Maintained and organized documents filing and e-filing for record keeping.</li></ul>

## RELEVANT EXPERIENCES

Jan 2023 - Current	<b>Committee of <i>Kelab Sukan &amp; Kebajikan</i> (KSK) Product Research &amp; Development Division (PRDD)</b> <ul style="list-style-type: none"><li>Planning and conducting activities and events including feast and recreational activities for PRDD staffs.</li><li>Raising and distributing funds to individuals in need, such as those affected by disasters and the death of a family member.</li></ul>
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<b>SKILLS</b>	<b>Microsoft Office</b> Skillful	<b>Market Research</b> Skillful
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<b>LANGUAGES</b>	<b>Malay</b> Native Speaker	<b>English</b> Proficient
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<b>REFERENCES</b>	<b>Mastura Ahmad Wara</b> Former Manager, Product Value Proposition Bank Simpanan Nasional +6012 229 7414
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