

# ALICIA TAN EE ZHEN

## Product Manager

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### SUMMARY

I am an optimistic individual with a strong sense of responsibility. My journey with FSMOne (iFast Capital) has equipped me with skills in product strategy, technical planning, and client relationship management. I thrive in fast-paced environments, effectively multitask, and manage stress well.

### EXPERIENCE

#### Product Manager

FSMOne Malaysia    Present    Kuala Lumpur

iFast Capital | Fintech Solution

- Promoted from Associate Product Manager for effective delivery, overseeing major projects and cross-regional projects for FSMOne Malaysia.
- Leading product strategy through every stage of the lifecycle, enhancing user experience, and maintaining competitiveness in the financial market.
- Lead in end-to-end technical logic planning and requirement execution for both frontend and backend, ensuring seamless integration and functionality across all aspects of products.
- Manage to launch key projects successfully within the given timeline, such as USD Auto-Sweep, Rewards Program and Regular Savings Plan.

#### Associate Product Manager

FSMOne Malaysia    2022 - 2023    Kuala Lumpur

iFast Capital | Fintech Solution

- Transitioned internally from a Client Investment Specialist role, leveraging experience and insight into client needs.
- Led the development and execution of product strategy and system enhancement for FSMOne, prioritizing features and enhancements based on market trends and customer needs.
- Successfully managed project implementations, enhancing product functionality and meeting user needs.

#### Client Investment Specialist

FSMOne Malaysia    2021 - 2022    Kuala Lumpur

iFast Capital | Fintech Solution

- Provided investment advice on Unit Trust and PRS, offering investment ideas and assisting investors with inquiries on the FSMOne platform.
- Developed skills in client relationship management, communication, problem-solving, and market analysis.

#### Sales Director

Nirvana Asia Group    2015 - 2020    Kuala Lumpur

Bereavement Industry

- Sold bereavement products and services, providing quality service to clients.
- Awarded as 1st runner-up "Top Sales Service Director" in 2016.

### EDUCATION

#### Bachelor of Finance

INTI International University in collaboration with University of Herfordshire

2017 - 2020

#### Cambridge A Level

Taylor's College    2013 - 2015

### ACHIEVEMENTS



#### FSMOne USD Auto-Sweep

Our team successfully launched the USD Auto-Sweep, an investment product and payment method designed to potentially deliver higher returns.



#### Top Performer at iFast

I was recognized as a star and strong performer every year during my time at iFast.



#### Distinction and Excellent Awardee for BA (Hons) Finance

I received Distinction and Excellent Awards for my BA (Hons) in Finance for three consecutive years.



#### Chinese Calligraphy

I received honorable awards in the open category of calligraphy competitions in 2019 and 2020.

### SKILLS

Jira Framework    Interpersonal Skills

Ownership    Organising Skill

Communication & Coordination Skill

End-to-end Project Mangement

Time Management    Multitasking

### LANGUAGES

English    Proficient    ██████

Mandarin    Native    ██████

Cantonese    Native    ██████

Bahasa Malaysia    Advanced    ██████