



PERSONAL PARTICULARS

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EDUCATION BACKGROUND

- Jan 2023 till present : Glasgow Caledonian University – UK
Global Masters in Business Administration
- Mar 2001 to Jun 2003 : Informatics College
Diploma in Business Administration (Marketing)
- Jul 1997 to Jun 1998 : Pusat Teknologi Dan Pengurusan Lanjutan
Pre-Diploma in Computer Science
- Jan 1992 to Dec 1996 : Sek. Men. Padang Tembak
Sijil Pelajaran Malaysia

WORKING EXPERIENCE

- Aug 2023 till Feb 2024** :- **City University PJ as Senior Manager Sales and Marketing**
- Consulting for Project
 - Successfully arrange collaboration with institution to articulate students to City University for next 5 years
 - Local Student recruitments
 - Organizing education events and roadshows
 - Training staffs on marketing and sales techniques
 - Agent recruitments, management and trainings
 - Budget preparations
 - National Marketing plan preparations for 2023-2024
- Reason for leaving :- 6 months contract completed
- Jan 2022 till Aug 2023** :- **Consultant / Recruiter / International Event Organiser**
- Marketing Consultant for Universities and Colleges
 - Consultant for setting up several Children Enrichment Centre
 - Organizing Local and International Marketing Solo Events in Sri Lanka, Maldives, Kenya, Tanzania, Ghana, Gambia etc.
 - Local and International Student Recruitments

**17th May 2021
till Jan 2022**

**:- University Malaysia of Computer Science and
Engineering as Head of Marketing and
Admissions**

- Manage overall Local and International Marketing
- Triple up Total Numbers compare with 2020
- Branding and create awareness of UNIMY in Local and International
- Involved in Board of Governors, EXCO, Finance Committee and Management Meetings
- Prepare roadshows and education fairs for Local and International yearly basis
- Organizing Webinars for student recruitments during Pandemic
- Managing Local and International Agents
- Analyzing budgets, preparing annual budget plans, scheduling expenditures and ensuring that the sales team meets their given target.
- Researching and developing marketing opportunities and plans, understanding student's requirements, identifying market trends and suggesting improvements to achieve the company's KPI.
- Gathering, investigating and summarizing market needs and trends.
- Implementing new sales plans, promotions and advertising.
- Recruiting, internal training, coaching and managing marketing & sales teams to meet sales targets.
- Maintaining good rapport with embassies and Consulate Offices in Overseas
- Maintaining relationships with important agencies by making regular visits, understanding their needs and anticipating new marketing opportunities.
- Staying current in the industry by attending conferences, workshops and maintaining personal & professional networks.

Reason for Leaving :- 6 month contract completed

**1st December 2019
till 20th Jan 2021**

**:- Asia Metropolitan University
as Head of Student Recruitment, Sales and
Marketing**

- Managed to achieve targets comparing with year 2019
- Branding and create awareness of AMU in Johor.
- Prepare roadshows and education fairs for Local and International yearly basis
- Organizing Webinars for student recruitments during Pandemic

- Managing Local and International Agents
- Analyzing budgets, preparing annual budget plans, scheduling expenditures and ensuring that the sales team meets their given target.
- Researching and developing marketing opportunities and plans, understanding student's requirements, identifying market trends and suggesting improvements to achieve the company's KPI.
- Gathering, investigating and summarizing market needs and trends.
- Implementing new sales plans and advertising.
- Recruiting, internal training, coaching and managing marketing & sales teams to meet sales targets.
- Maintaining good rapport with embassies and Consulate Offices in Overseas
- Maintaining relationships with important agencies by making regular visits, understanding their needs and anticipating new marketing opportunities.
- Staying current in the industry by attending conferences, workshops and maintaining personal & professional networks.

Reason for leaving :- 1 year contract completed and not agreed for salary deductions due to Covid 19 Pandemic

**11th July 2016
till 30th Nov 2019** :- **International University of Malaya-Wales
as Manager - International Marketing**

- Working Closely with Education Malaysia Global Service Office
- Totally involved in the sales & marketing activities of education programmes (Foundation, Bachelor, Master and PhD),
- Prepare budgets for International Events and Expenditures
- To study and do research on the countries and the preferred programme
- Working with Embassy for Student Scholarships
- Handling agents and students from Pakistan, Bangladesh, Somalia, Nigeria, Myanmar, India, Kazakhstan, Indonesia, Yemen, Kuwait, Oman, Bahrain, Qatar, UAE, Vietnam, Sri Lanka, Nepal, Phillipines, Maldives, Uzbekistan, Turkmenistan, Tanzania, Kenya, Malawi, Mali, Vietnam, Ethiopia, Russia, Azerbaijan, Yemen, Sudan, China, Morocco, Tunisia, Algeria, Turkey, Zambia, Ghana, Zimbabwe, Libya, Swaziland, Macedonia, Canada, USA, Australia, Germany, Syria, Afghanistan, Iraq, Iran,

Egypt, Jordan, Mongolia, China, Laos, Seychelles, Mauritius, Papua New Guinea, Fiji Island

- Compiling documentation of student for Visa Processing to be submitted in EMGS
- To keep track and follow up with finance dept on EMGS payments and submissions
- Provide seminar in Education events or fairs
- Work closely with agents to provide right information on IUMW programme
- Student Services-Airport Pickup, Accommodations etc
- Working hand to hand with (EMGS, REXPO, My Aspiration, Edu Geek, Winning Magnitude) event organizer to promote Education Malaysia in overseas
- Arranging affiliation with local as well as international institutions
- Arranging foreign university students visits in IUMW
- To prepare Events reports with data enquiries based on programmes
- To prepare weekly enquiries and registration report
- To keep files of all registered students
- To arrange companies for student career paths after graduation
- Opening new market for IUMW Internationally

Reason for leaving :- Headhunted for better position and salary in AMU

Sept 2015 till June 2016 :- FREELANCE EDUCATION CONSULTANT

- Working closely with agents to recruit international students to Malaysian Institutions
- Handling some immigrations issues for foreign students
- Independent consultant for small colleges for international marketing
- Consultant for small colleges in getting foreign university partners collaborations
- Arranging partner university in Malaysia for foreign university to set up campus in their country

**2nd Feb 2015
till 8th Sep 2015**

**:- Nilai University
as Manager International Marketing**

- Working Closely with Education Malaysia Office
- Handling agents from Pakistan, Bangladesh, Somalia, Nigeria, Myanmar, India, Kazakhstan, Indonesia, Yemen, Oman, Bahrain, Qatar, UAE, Vietnam, Sri Lanka, Nepal, India, Maldives, Uzbekistan,

Turkmenistan, Tanzania, Kenya, Malawi, Vietnam, Ethiopia, Yemen, Sudan etc

- Compiling documentation of student for Visa Processing to be submitted with EMGS
- Provide seminar in Education events or fairs
- Work closely with agents to provide right information on Nilai University programme
- Student Services
- Working hand to hand with (REXPO, My Aspiration, Edu Geek, Winning Magnitude) event organizer to promote Education Malaysia in overseas
- Arranging affiliation with local as well as international institutions

Reason for Leaving :- Personal reasons

**Aug 2011
till 31 Dec 2014**

**:- SEGi UNIVERSITY GROUP
as Asst. Manager International Marketing in SEGi
College Kuala Lumpur**

- International Marketing
- Representing SEGi University Group in countries (Oman, Bahrain, Qatar, UAE, Myanmar, Vietnam, Bangladesh, Indonesia, India, Nepal, Sri Lanka, Maldives)
- Handling agents from Pakistan, Bangladesh, Somalia, Nigeria, Myanmar, India, Kazakhstan, Indonesia, Yemen, Oman, Bahrain, Qatar, UAE, Vietnam, Sri Lanka, Nepal, Maldives, Uzbekistan, Tanzania, Ethiopia, Yemen, Sudan etc
- Compiling documentation of student for Visa Processing to be submitted with EMGS
- Provide seminar in Education events or fairs
- Work closely with agents to provide right information on SEGi University programme
- Student Services
- Arranging affiliation with local as well as international institutions
- Invited as SEGi Ambassador on LIVE News interview in promoting Education Malaysia and SEGi University
- Handle student transfer project of Local and International Students from Albhukary International University into SEGi University
- Coordinating with Bahrain and Oman Ministry to recognize SEGi as their preferred institutions

Reason for Leaving :- Headhunted to Manage International Student Marketing department in Nilai University

**Oct 2010
till Jun 2011**

**:- CITY UNIVERSITY COLLEGE OF SCIENCE
AND TECHNOLOGY as Asst Marketing Manager**

- Domestic Marketing in all states except Terengganu and Kelantan
- In charge of student exchange programme in CITY U
- Event coordinator
- Incharge of Government events such Jom Masuk “U” carnival, MIC Education Fair etc
- Coordinating with company for Company Sponsorship
- Provide career guiding seminar and motivation seminar to school students (upon invitation only)
- Provide seminars or team building to NGO’s upon invitations. Eg:- MIC event, Churches event and etc

**Dec 2008
till Oct 2010**

:- FREELANCE EDUCATION CONSULTANT

- Freelance Marketing consultant for colleges and Local Private Universities in recruiting local and foreign students
- Freelance consultant for Immigration Visa processing for foreign students and foreign workers
- Consultant for ISOQAR Sdn. Bhd for ISO Certification services
- Freelance consultant for companies who need marketing activities services
- Consultant for Institute Technology Juara, Nilai
- Consultant for AR Resources for felda students recruitments
- Provide career guiding seminar and motivation seminar to school students (upon invitation only)
- Provide seminars or team building to NGO’s upon invitations. Eg:- MIC event, Churches event and etc
- Liasing with banks to get loan done for students
- Freelance Consultant for Jardin Smith International
- Marketing Consultant for Worldfone.co.uk on telecommunications
- Marketing Consultant for Myhighst.com.my

**July 2008
till Nov 2008**

**:- JARDIN SMITH INTERNATIONAL
as Client Relationship Manager**

- Land Banking Consultant
- Managing events
- Managing client databases for event invitation
- Provide information on land banking

- Sales and marketing activities
- Provide sales and presentation training for newcomers

**Apr 2006
till July 2008**

:- FREELANCE EDUCATION CONSULTANT

- Freelance consultant for colleges and Local Private Universities in recruiting local and foreign students
- Freelance consultant for Immigration Visa processing for foreign students and foreign workers
- Consultant for ISOQAR Sdn. Bhd for ISO certification marketing
- Freelance consultant for companies who need marketing activities services
- Consultant for Institute Technology Juara, Nilai
- Consultant for AR Resources for felda students recruitments
- Provide career guiding seminar and motivation seminar to school students (upon invitation only)
- Liaising with banks to get loan done for students

**Jan 2004
to Mar 2006**

: JN KNOWLEDGE SDN BHD

As Manager Marketing / Operation

- Education Consultation for Local and foreign students
- Supervising all clerks
- Giving training to clerks in proper counseling techniques and excellent student services.
- Totally involved in the sales & marketing activities of education programmes (Certificates, Diplomas, Bachelors and Masters), specializing in promotions and publicity aspect.
- Dealing with Colleges and Local Private universities for recruitments
- Having a good rapport in schools especially in Kuala Lumpur and Gombak district
- Organizing events in schools
- Provide seminars in schools
- Liaising with JPWP
- Liaising with Banks in getting loan for students
- Managing hostels for students
- Coordinating with FELDA for their students placements with their panel colleges
- Liaising with Job agencies and companies in getting jobs for students
- Dealing with local and foreign students agents in getting placement for their students
- Dealing with foreign university for collaborations

- Liaising with NGO's in providing education counseling services
- Providing seminars and workshops in Churches and NGO's
- Doing an educational survey in the current situation time to time.
- Giving consultations to colleges and institutions in offering a right programme in the right time
- Giving consultation to colleges and institutions in marketing strategies

**Feb 2003
to Jan 2004**

: Unity College International, Petaling Jaya

As Senior Marketing Executive

- Liaising with Banks in getting loan approval
- Supervising all counselors in Marketing Dept.
- Giving training to counselors in proper counseling techniques and excellent student services.
- Totally involved in the sales & marketing activities of education programmes (Certificates, Diplomas, Bachelors and Masters) specializing in promotions and publicity aspect.
- Handling Seminar in schools
- Liaising with Job Consultancies in arranging jobs placement for students
- Dealing with Local colleges in getting understanding with UCI for students transfers to UCI programme.
- Dealing with students recruiter(Agents)
- Telemarketing, counseling and consultation with prospects, parents and students.
- Involve in School Exhibition and School seminars
- Promotion for programme for internal and external students.
- Coordinator for Annual Exhibitions. Eg: STAR, FACON, NAPEI, ARKS, YOUNGPRO and CITIWORLD Education Fairs.
- Reporting directly to the Chief Executive Officer and Principal.

**Mar 2002
to Jan 2003**

: Systematic Institute Of Information Technology

As Marketing Officer and Student Affairs Officer

- To manage marketing department alone under guidance of Principal

- Involving in Corporate Office activities (Corporate Projects) Example: Junior Journalist Programme, SEGi 25th Anniversary Function Coordination's
- Advising Systematic College branches and Prime Colleges in applying and process PTPTN loan.
- Dealing with school Principal and Counselors in school activities.
- Had a good rapport with school counselor, Zone's Counselor's Head and Principals.
- Handling Seminar in schools
- Telemarketing, counseling and consultation with parents and students.
- Coordinating School Exhibition and School seminars
- Incharge of Student activities in college in organizing games and functions
- Promotion for programme for internal and external students.
- Coordinator for Annual Education Fairs. Eg: STAR , FACON, NAPEII, ARKS, YOUNGPRO and CITIWORLD Education Fairs.
- Reporting directly to the Senior Vice President and Principal.

**Nov 1998 to
Feb 2002**

**:Pusat Teknologi dan Pengurusan Lanjutan (PTPL
College Ampang)**
as Course Counsellor in Marketing Department

Achievement

**: Excellent Service Award of Marketing Dept for the
Year of 1999, 2000 and 2001**

Job Descriptions

:-

- **Successfully achieving the student number (Individual Sales) for the year 1999, 2000, 2001.**
- Preparing statistic for marketing Dept
- Totally involved in the sales & marketing activities of education programmes (Certificates, Diplomas and bachelors and Professional Courses) specializing in promotions and publicity aspect.
- Consultation for Professional Courses.
- **Founder of Indian Cultural Society ICS PTPL**
- Director of Sales for Convocation ceremonies
- Guiding students for loan arrangement
- Handling Seminar in schools
- Handling exhibition in schools
- Dealing with parents regarding college and courses
- Student services eg: Activities like cultural shows, and etc.

- Organizing and managing education seminars, talks and previews.
- Telemarketing, having a good PR with Principal and Counselors at Schools.
- Reporting directly to the Chief Operation Officer and the Principal (Vice President of Academic).
- Student services or customer service

Achievement

:- Excellent Service Award for year 1999, 2000 and 2001

:- Excellent Director of Sales for PTPL Convocations

:- Malaysia Host Certificate in Excellent Customer Service by Ministry of Tourism, Malaysia

<p>REFERENCES</p>

Upon Request