



Naim Rahidin

Head of Platforms, Innovation & Digital

Summary

Digital Solutions Provider with over a decade of experience in crafting tailored digital innovations across diverse sectors. I began my career at C27 as a Full Stack Web Developer, where I established a strong foundation for delivering effective solutions that address client needs.

Recognized for my skills and expertise at C27, I was hired by Myra to lead the development of a digital team focused on digitizing processes and enhancing their digital capabilities. My experience in a fast-paced digital agency has equipped me with a deep understanding of end-user needs, facilitating a successful transition from programming to a consultative, solution-oriented career.

As a results-driven professional, I prioritize optimization and efficiency while being mindful of the company's requirements and business objectives, ensuring that our solutions not only meet but exceed expectations.

I thrive on embracing new challenges, possess a strong curiosity that drives me to explore innovative solutions, excel in problem-solving, and am a collaborative team player dedicated to driving success.

Work Experience

Sep 2021 – Present

Myra (Oriental Interest Berhad)

Head of Platforms, Innovation & Digital

- Manage all digital initiatives and workflows for the Sales, Marketing, and Branding teams.
- Refine sales processes through extensive customization of Salesforce Sales Cloud and by developing APIs to integrate with our Booking Platform (Myra Homebuying Hub) and Slack.
- Introduce innovative solutions to the team, enhance existing platforms, and ensure seamless integration to streamline processes and facilitate effective communication.
- Partner with General Managers across different Business Units and Department Heads to deliver and execute digital strategy and solutions.

Jul 2018 – Sep 2021

Myra (Oriental Interest Berhad)

Digital Platform Specialist

- Take ownership and manage all platforms and services utilized by the marketing team, including Sales Candy, Salesforce (Sales Cloud), Zapier, Mailchimp, Domains, Hosting, and Cloudflare, among others.
- Aim to enhance lead generation opportunities on the digital front while improving lead visibility and data integrity.
- Research and implement new platforms to support the Sales and Marketing teams, such as ActiveCampaign for marketing automation, WhatsApp for Business API to improve communication with leads and homeowners, and Smartlook for monitoring website usage and optimization.
- Build, train, and develop a team of web developers who share a common vision of delivering exceptional solutions.

Sep 2013 – Oct 2017

C27 (Three Cube Interactives)

Full-Stack Developer, Dev Ops, Infra Lead



Contact

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- 017-6879 455
- Puncak Alam, Selangor



Education

- **Universiti Teknologi MARA**
*Bachelor of Science (Hons.),
Netcentric Computing*
Year: 2011 – 2013
CGPA : 3.12
- **Universiti Teknologi MARA**
Diploma Computer Science
Year: 2007– 2010
CGPA : 3.73 (Graduate with ANC)



Skill

- Problem Solving
- Adaptability
- Curiosity
- Critical Thinking
- Attention to Detail
- Customer-Centric Mindset
- Leadership
- Collaboration
- Continuous Learning



Reference

Reference available upon request