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AIFA ABDUL AZIZ COOPER

DIGITAL INNOVATION & INSIGHT MANAGER

CURRICULUM VITAE

In my current role, I enhance company performance by developing, testing, and supporting high-quality software solutions, including websites and digital signages. I collaborate with analysts to create insightful charts that drive automotive sales/after-sales improvement and welcome new evolving responsibilities with enthusiasm. I thrive on challenges and enjoy exploring new opportunities beyond my comfort zone.

Age : 37 Years old

Maritial Status : Married

PROGRAMMING SKILLS

- HTML CSS JS
- .NET C# Razor
- MSSQL MYSQL JSON

ANALYTICAL SKILLS

- Tableau Power BI
- Google Analytics
- Social Media Analytics

OTHER SKILLS

- Web Design
- Sharepoint
- Umbraco CMS
- CPANEL Web Hosting

- Digital Kiosk Platform
- Video Editing
- IOT Innovation
- PA System / Live Event / Townhall Organizer

EDUCATION LEVEL

2004

SMK Ghafar Baba

SPM 6A 5B

2009

Multimedia University

Bachelor Hons Software Engineering & Games Design

2019

University Technology Malaysia

Master of Business & Administration

WORK EXPERIENCE

Bermaz Motor Trading Sdn Bhd
Digital Innovation & Insight Manager (2021 - Present)
Assistant IT Manager cum Lead Data Analyst (2015 - 2020)
Interactive Developer (2013-2014)

- Work hand-in-hand with the creative team of designers and programmers to create rich internet and interactive applications.
- Create interactive analytical report for all departments based on user and upper level requirements.
- To consolidate all system data for e used for analytical use.
- To propose new solution and transformation on business workflow and operations.
- Lead a data analyst team to construct interactive dashboard for all departments.
- Design programming framework, develop and enhance interactive web services in various platforms.
- Able to provide simple, efficient and cost-effective solutions to develop and enhance our web services and improve user experience.
- Understand business requirements, application design, and maintain any new or existing web- based solutions.
- To comply with the company's corporate identity, branding and marketing strategies involved in every process of the company at any time.
- Responsible for adding new design features according to the user acceptance test (UAT) ensuring functionality, integration, robustness, load and performance control.
- Associate with marketing team to aid on digital communication.

Responsibilities

- Maintaining Tableau System (Mazda Analytical Tool) -:
  1. Creating new Workbook.
  2. Design Dashboard for interactive view.
  3. Database connection.
  4. Upkeeping ETL Database and Data Massaging.
  5. Create new user.
  6. Upgrading Tableau Desktop and Tableau Server.
  7. Fixing application issue to prevent bugs and performance issue.

- Develop/Maintaining BAuto main website
  1. Uploading Quarterly Reports
  2. Uploading Annual Reports
  3. Apply necessary code changes

- Develop the Bermaz Website representing dealers with multiple brands. The website features are:
  1. Content Management System.
  2. New Car Addition Module.
  3. Photo Upload Module.
  4. Search Module.
  5. Approval Module.
  6. Google Analytics.

- Develop the Mazda Preowned Website according to user requirement and comply with Mazda corporate identity. The website features are:
  1. Content Management System.
  2. New Car Addition Module.
  3. Photo Upload Module.
  4. Search Module.
  5. Approval Module.
  6. Google Analytics.

- New installation / Maintaining Digital Kiosks
  1. Uploading new content.
  2. Relocation.
  3. Necessary code changes.
  4. Troubleshooting.

- Develop SharePoint
  1. Gallery Module.
  2. Announcement Module.
  3. Password Protected File Module.
  4. General File Module.
  5. Contact Module.
  6. Calendar Module.
  7. Creating Guideline for SharePoint users.

- Administrating live chat system
  1. Conduct training to new agents.
  2. Add/remove agents.
  3. Extract out live chat reports for weekly analytics.
  4. Updating knowledge base for live agent usage.
  5. Deploy live chat integration to multiple brands websites.

Year	Project	Role & Responsibility
2013	Preventive Maintenance for Malaysia Maritime Enforcement Agency (MMEA)	Technical representative. Stationed at client's headquarter. Attending meetings & managing reports.
2012	Koperasi Angkatan Tentera Malaysia Berhad (KATMB) Banking Transformation Project (FirstPhase)	Assistant Project Manager. Provide infrastructure analysis, infrastructure blueprint, attending meetings & public relation affairs.
2011	Portal System For Persatuan Puteri Islam Malaysia (PPIM)	Project Manager Cum Main Programmer.
2010	Reporting System For Jabatan Penerangan Malaysia (JPM)	Project Manager Cum Main Programmer.
2009	ICT Hardware Installation, Configuration & Maintenance For The Ministry Of Information Malaysia (MOI) & Bank Kerjasama Rakyat Berhad (BKRB) Since 2009 – Current	Technical Support (Installation, Testing, Troubleshooting & Maintenance Throughout The Nation.
2009	PC-Soft (M) Sdn Bhd Company Website	Programmer.