

Amman Sarif

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SUMMARY

Performance-driven digital aficionado with extensive experience in driving digital transformation and delivering innovative solutions. Proven ability to develop and implement digital strategies that enhance efficiency, competitiveness, innovation. and driving operational excellence through automation and data-driven decision-making. Adept at leading cross-functional teams, managing digital projects, and leveraging emerging technologies to drive continuous improvement. Strong skills in project and systems management, data security, and promoting digitization and automation initiatives aligned with organizational goals.

CORE COMPETENCIES

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| ✓ Digital strategy development & implementation | ✓ Project management & system development |
| ✓ System management & data security | ✓ Cross-functional collaboration |
| ✓ Automation & digitisation | ✓ Industry trends & innovation |

WORK EXPERIENCE

Taylor's University Sdn. Bhd.

Digital Innovation Specialist | 2023 – present

- Managed digital projects involving enterprise solutions like Salesforce, Adobe and integration tools like Zapier and API development, integrating 3rd party systems.
- Strategised and led digital innovation initiatives, developed a customer journey framework, prioritising marketing and sales operations that utilises AI tools, automation and integration contributing to high enrolment rate.
- Led the development and integration of AI tools and solutions, improving efficiency by over 70% in creative process and social media engagement.
- Championed the implementation of automation between CRM and web applications, increasing cross-functional team efficiency by 40%.
- Spearhead VR development and content creation (in-house) to showcase 360-degree content, enhancing marketing experience and contributing to interests in student enrolment during roadshows and student recruitment events.
- Provided leadership and technical oversight for AI-driven chatbots and omnichannel platforms, integrating tools for personalisation and engagement.
- Implemented digital solutions and conducted knowledge-sharing sessions on Martech AI tools and software.
- Led the software development team, managing code, code reviews and implementation.

Accenture Solutions Sdn. Bhd.

Digital Business Integration | 2019 – 2023

Senior Analyst

- Involved in multiple architecture integrations projects for major energy, finance, life sciences and insurance companies. Designed and developed cloud architecture, web applications architecture, front-end and back-end tech stack, processes for ITIL/ITSM and more.
- Organised and led a team of front-end L3 specialists for a major banking client, introduced new ways of bug reporting and debugging, reduced the time to debugging and provide solutions by 40%.
- Self-learned data science, data structure and data architecture. Joined courses such as data governance, architecture, Tableau and PowerBI.
- Collaborated with data science team and integrated dashboard algorithm created by the team.

- Lead and managed front end development team, review code committed and L3 support specialist.
- Coached, trained, and mentored new joiners onboarded to the team and published and provided a well-documented guide for related handbook/guidance which automate the process of new joiners.
- Designed a viable solution on ITIL Processes logic workflow, developed the end-to-end process document which consist of design logic workflow, RACI, R&R and additional documents and presented to clients.
- Designed Data Centre Layout and enhanced it in a short amount of time. Increase productivity level by 50% by gathering the requirements from client.
- Senior Analyst with 2 years of hands-on experience on consulting, designing, and developing solutions for clients using best practice approach.
- Liaised with stakeholders to understand further on each of the functionality and successfully translated them into web application.
- Associate architect and web developer. Certified cloud practitioner with certificates from GCP, Microsoft Azure and AWS.
- Developed POCs and MVPs for the team to develop a solution for one of the top international life science companies.

Analyst

- Performed multiple types of tests (unit test, integration test, etc.) on the application in different environments to make sure everything run smoothly as planned before and after production deployment.
- Implementation of dynamic user form components and common packages for micro-frontend architecture.
- Developed a web application for End-to-end (production to distribution) dashboard with planning analytics and forecasting functionalities implemented.
- Development of complex user interface and data visualisation for data analytics and dashboard (React, Redux, Highcharts) and integration with Azure AD, R Data science, and AWS Lambda.

Synchrony Global Sdn. Bhd.

Associate Consultant | 2018-2019

- Lead data migration counterpart from on-premise to cloud for one of the big client.
- Conducted pre-sales with the senior team and delivered demo to potential clients and stakeholders.

PETRONAS

Data Science Intern | 2017

- Developed text mining program using R language which accelerated text extraction by 70%.

PROJECTS

AI Chatbot

- Technical lead for a AI chatbot project using LLM such as ChatGPT, oversee the cloud architecture of AI chatbot and integration to enterprise system (Salesforce) to automate customer service operations.

VR Marketing tool

- Managed 360-degree VR marketing tool for prospective students, oversee the application and content development using Unity and in-house video shoot and editing.

Technical Lead and Agile Practitioner

2020 – 2021

- Lead the Digital Journey (Business process digitization and digitalization) for a maritime industry company.

- Planned, designed, and developed the project structure and planning, and project deliverables.
- Decreased amount of time for task by 70% with system implemented.
- Increased productivity level for the staffs by having a connected and seamless system across the companies.

VOLUNTEERING

Accenture – FutureReady – Mentor | 2021

- Mentorship program for underprivileged students.
- Coach and mentor team of 4 students where the team won top 3 in a shark tank like competition where they pitch to the Accenture’s Managing Directors.

Accenture – FutureReady2.0 – Program Coordinator | 2022

- Planned, organised, and coordinate the second iteration for the program with a bump from 40 students to 100 students.
- Project manager for the program. Collaborated with multiple stakeholders from different backgrounds to develop the program modules for the participants such as design thinking, business & finance, technology and more.
- Liaise with the directors of the company to get their buy-ins to become the program’s judges, sharing sessions and fireside chat which increase the value of the program.

PROFESSIONAL SKILLS

✓ Data Engineering	✓ Web Development
✓ AWS	✓ GCP
✓ Microsoft 365	✓ Microsoft Azure
✓ Artificial Intelligence (AI)	✓ Cloud Computing
✓ Salesforce	✓ SQL, ETL
✓ Agile	✓ Jira, Confluence
✓ ITIL, ITSM	✓ IT Governance
✓ Data Analytics	✓ Virtual Reality (VR)
✓ Project Management	✓ Adobe Suites
✓ Digital integration	

EDUCATION

Universiti Kebangsaan Malaysia – Graduate School of Business (UKM-GSB)

Master’s in Business Administration (MBA) – 2024

Awarded 1st place for MBA project coursework.

Universiti Teknologi MARA (UiTM)

Bsc Computer Science (hons.) Netcentric Computing – 2017

Awarded best Final Year Project presentation.

Language: English, Malay

CERTIFICATION

- ✓ Microsoft Azure Fundamental
- ✓ Google Cloud Developer and Architecture
- ✓ AWS Cloud Practitioner
- ✓ Data Science by The Center of Applied Data Science