

SHA ARIFFIN

My career goal is to push myself to my full potential and contribute my hard work and dedication to the company.

I am eager to learn every aspect of the job, both theoretically and practically, so that I can expand my knowledge base and become a valuable asset to the team. I am committed to maintaining the highest work ethic and strive to achieve excellence in everything I do.



Siti Shawalilliya Binti Ariffin

11th March 1995



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EDUCATION

2012

SMK Bandar Sri Damansara (2) P. Jaya
Sijil Pelajaran Malaysia (SPM)

Started on May 2023

Unitar International University
Bachelor Of Business Administration (Hons)

PROFESSIONAL SUMMARY

- Proven track record in digital marketing, e-commerce management, and brand development within FMCG and beauty industries.
- Expertise in optimizing online platforms such as TikTok, Shopee, and Lazada to drive brand visibility and boost sales.
- Skilled in crafting engaging content strategies to resonate with target audiences and enhance brand presence across digital channels.
- Proficient in data analysis, extracting actionable insights to inform strategic decision-making and drive business growth.
- Collaborative leader with strong communication skills, fostering productive relationships with internal teams and external partners.
- Known for adaptability and strategic thinking, consistently delivering results in dynamic and fast-paced environments.
- Committed to continuous learning and professional development to stay abreast of emerging trends and drive innovation in e-commerce and digital marketing strategies.

SKILLS

E-commerce Management:

- Optimized platforms such as TikTok, Shopee, and Lazada to amplify brand visibility and drive sales.
- Implemented strategies to enhance product discoverability, engagement, and conversion rates across e-commerce channels.

Content Strategy:

- Crafted compelling and tailored content strategies for diverse platforms to bolster brand presence and resonate with target audiences.
- Leveraged insights into consumer preferences and market trends to create engaging content that effectively communicated brand messaging and values.

Data Analysis:

- Proficiently extracted and simplified e-commerce data to provide actionable insights for informed decision-making and strategic planning.
- Identified patterns, trends, and opportunities within data sets to optimize marketing efforts, product assortment, and sales strategies.

Brand Building:

- Played a significant role in offline and online brand building initiatives through the organization of events and leveraging social media platforms.
- Implemented strategies to enhance brand awareness, reputation, and loyalty among consumers, resulting in increased brand equity and market share.

Report Generation:

- Produced concise and informative monthly reports containing key performance metrics essential for strategic decision-making.
- Presented data in a clear and accessible format, facilitating understanding and alignment among stakeholders.

Collaboration:

- Demonstrated effective teamwork and communication skills while collaborating with Key Account Managers (KAM) to optimize brand presence and performance on Shopee and Lazada.
- Fostered productive partnerships with internal and external stakeholders to achieve shared goals and objectives.

Strategic Planning:

- Developed and executed strategic e-commerce plans tailored to specific business objectives and market conditions.
- Integrated insights from data analysis and collaboration efforts to formulate effective strategies for driving sustainable business growth.

Communication Skills:

- Maintained strong professional communication skills to foster collaboration within the team and with external partners.
- Articulated ideas, strategies, and recommendations clearly and effectively to ensure alignment and understanding among stakeholders.

Adaptability:

- Demonstrated flexibility and adaptability in responding to changing e-commerce trends and market dynamics.
- Proactively adjusted strategies and tactics to capitalize on emerging opportunities and mitigate risks, ensuring sustained success in a dynamic marketplace.

WORK EXPERIENCE

Started on June 2023

Miseoul (M) Sdn. Bhd.

E-Commerce Category Lead

TikTok Account Development:

- Successfully developed and expanded the FMCG TikTok account, employing strategic planning on a monthly basis.
- Implemented various strategies including mechanics for contests, promotions, and user engagement, as well as optimizing stock visibility and availability.
- Orchestrated live host arrangements to enhance brand interaction and visibility, ensuring compelling and entertaining content to captivate the audience.

E-commerce Platform Management:

- Efficiently managed the Shopee and Lazada platforms for the company's beauty brands, overseeing various aspects on a monthly basis.
- Implemented mechanics to drive sales and engagement, monitored stock levels to ensure availability, and collaborated closely with platform Key Account Managers (KAM) to optimize brand presence and increase sales.

Data Extraction and Analysis:

- Proficiently extracted and analyzed data from e-commerce platforms to derive meaningful insights.
- Transformed raw data into comprehensive monthly business review reports, offering valuable insights for strategic decision-making.
- Identified trends, opportunities, and areas for improvement, contributing to informed decision-making processes.

Brand Building and Promotion:

- Played a pivotal role in building the company's brand across both offline and online channels.
- Organized and executed successful beauty events to promote brand awareness and engagement.
- Leveraged social media platforms effectively to maximize brand exposure and audience reach, enhancing brand visibility and driving customer engagement.

Performance Reporting:

- Prepared detailed monthly reports encompassing performance analysis across various channels.
- Provided stakeholders with comprehensive insights into key metrics, enabling informed decisions to enhance sales and brand positioning.
- Facilitated communication and alignment among team members and stakeholders by presenting clear and actionable performance data.

WORK EXPERIENCE

● 2022-2023

Intrepid Asia Sdn. Bhd.

Key Account Manager Operations Executive

Data Compilation and Analysis:

- Extract data from e-commerce platforms and meticulously compile it into detailed monthly business review reports.
- Analyze data to identify trends, opportunities, and areas for improvement, providing valuable insights for strategic decision-making.

Product Management Collaboration:

- Work closely with the e-commerce operations team to edit product listings and ensure accurate and compelling product descriptions, images, and pricing.
- Collaborate on uploading new products and maintaining inventory levels to meet customer demand and optimize sales performance.

Strategic Contribution to Sales Targets:

- Actively contribute ideas and strategies to achieve online sales targets, leveraging market insights, consumer behavior trends, and competitive analysis.
- Propose innovative promotions, campaigns, and initiatives to drive traffic, conversion, and revenue growth across e-commerce channels.

SOP Coordination with Marketing Team:

- Maintain regular communication and coordination with the marketing team to align online activities with overall brand strategies and objectives.
- Ensure adherence to online Standard Operating Procedures (SOPs) for content creation, promotions, customer service, and other essential functions to uphold brand consistency and customer satisfaction.

Campaign Content Collaboration:

- Partner with graphic designers or creative teams to develop visually compelling campaign content, including banners, ads, videos, and other multimedia assets tailored for e-commerce platforms.
- Ensure that campaign content effectively communicates brand messaging, resonates with target audiences, and drives engagement and conversion.

E-commerce Store Management Oversight:

- Oversee the day-to-day management of Shopee and Lazada stores, monitoring performance metrics, and implementing strategies to optimize store visibility, traffic, and conversion rates.
- Continuously evaluate store performance, customer feedback, and market trends to refine strategies and improve the overall shopping experience for users.

WORK EXPERIENCE

2020-2021

Hasani Edar Sdn. Bhd.

Leader of Online Division

- Responsible for managing and optimizing Shopee and Lazada stores, including monitoring customer chats and shipments to ensure a smooth shopping experience.
- Proactively provide a monthly marketing plan to drive online sales growth.
- Lead and manage the Online Division team, providing guidance and support to maximize team performance.
- Act as a content creator for marketing purposes, generating visually compelling campaigns and messaging that resonate with the target audience.

2019 - 2020

Vads Sdn. Bhd.

Telesales Professional

- Effective communication through cold calling and introducing the company's services, followed by skillful prospecting, is the key to converting leads into successful sales.
- Handling rejection with grace and persistence can also contribute to a successful sales submission.

2016 - 2018

Ladiesfoto Studio

Account & Admin

- As an HR Operations Manager, my responsibilities would include overseeing various HR processes such as data entry, employee confirmation, compensation, recruitment, letter preparation, and employee claim handling.
- Additionally, I would be responsible for preparing monthly sales reports and managing invoices, handling customer inquiries, and managing the company's social media presence.

REFERENCES

Faizal | Hasani Edar Manager
019 554 5533

Emma | Intrepid Asia CEO
010 268 9981

Lee Yohan | Miseoul Manager
010 932 1348

Huda Jamal | Ladiesfoto CEO
013 344 3230

Miss Mai | Kelly Services Management
019 335 6249