

NUR FAIRUZ PUTERI BT MOHD TAMAN

Shah Alam
puterifairuzgt@yahoo.com
016 2540317



DOB: 15th April 1985 (40)
GENDER: Female
MARITAL STATUS: Married

PROFILE

17 years working experience since 2007.
Experience: Analytic, Online Marketing, Ecommerce Management, Marketing Communication

BACHELOR OF SCIENCE (BIOLOGICAL SCIENCE)

August 2007

Universiti Malaysia Terengganu

- Graduated with 2nd class honour

WORK EXPERIENCE

ECOMMERCE MANAGER

Oct 2024 – Current

YC Capital Group (Ayam Gepuk Pak Gembus)

- A new role in the company that is responsible to setup the whole online store/ecommerce direction of company.
- Currently parked under Marketing department and team members hiring is not starting yet.

ECOMMERCE MANAGER

Mar 2017 – Sep 2024

Mydin Mohamed Holdings Berhad

- Managing eCommerce Department
 - o Sales & Marketing – 9 people
 - o Operation – 52 people (50 picker packer)
 - o After Sales – 10 people
- System experience (Backend User);
 - o OMS – Dropee, Ivis, Magento, Selluseller (Anchanto), Zetpy
 - o WMS – Wareo (Anchanto), AC2Wave
 - o Other: SAP WEBi, SAP ERP, BARTER POS, XILNEX, DOMO
- Leading Sales & Marketing for ecommerce team
- Leading Reporting Team for ecommerce
- Reporting to BOD – weekly basis
- KPI and P&L Reporting – monthly basis
- Assist ecommerce system issue with vendor (Dropee) – S&M, Operation, CS
- SAP WEBI – Report Design as backend user
- BEX Analyzer – Backend User
- System end user experience: SAP, Selluseller & Wareo(Anchanto), Magento , IVIS Sonetto

- eCommerce platforms: Shopee, PGMall, Youbeli, Lazada, Senheng Reward Centre
- Lead of analysis and KPI reporting for Mydin ecommerce department
- CMS Management for www.samsgroceria.com in 2017
- CMS Management for www.mydinexpress.com in 2020
- CMS Management for www.mydin.com.my in 2020
- P&L reporting
- Online products assortment analysis, including promotion margin and promo items analysis.
- To expand Mydin ecommerce business by penetrating into more marketplaces

MARCOM EXECUTIVE

Aug 2015 – Aug 2016

RapidCloud (M) SdnBhd

(Formerly Known as Emerge System (M) SdnBhd)

- Liaising with media for promotions and marketing purposes
 - Project manager for www.ximplify.com . (Handling programmers, designers, UX/UI, content)
 - Manage company events (outdoors)
 - Report, analyze and improve all digital and online marketing strategies/plans .
 - Support all the marketing and online events.
 - Advertising & Publicity :Plan the A&P activities through online media to promote and create awareness
- Manage company's website's content, apps and others potential additional channels from time to time
- Maintaining brand and website consistencies.

RESOURCE COORDINATOR(Contract)

Sept 2014 – Dec 2014

Multimedia Development Corporation (MDeC), Cyberjaya

- Assisting in the daily operations and supporting department
- Worked for Digital Entrepreneur and Talent Division departments.

ADMIN EXECUTIVE cum POOL SECRETARY

Jul 2013 – Mar 2014

SEDANIA Group, Petaling Jaya, Selangor

- *Responsible for procuring, distributing and returning company's asset which includes company's laptops, mobile devices, renewal of software licenses, etc.*
- *As the main mediator for the company's secretary which involves company's registration documents and any related matter which involves the company secretary.*
- *Responsible in managing internal event requested by departments or the company.*
- *Responsible on client servicing & maintaining relationships with clients and liaising with vendors/suppliers.*

Achievement:

- *Accomplished admin works: Office redesign and restructured, Assisting on building SEDANIA Surau, internal dinner with orphans.*

SPECIAL LIAISON OFFICER

July 2012 – July 2013

Mediaplay Corp SdnBhd (A SEDANIA Company), Petaling Jaya, Selangor Salary:

- *Completes a broad variety of administrative tasks for the CEO including: managing an active calendar of appointments; completing expense reports; composing and preparing correspondence both public & Confidential; arranging complex and detailed travel plans, itineraries, and agendas; and compiling documents for travel-related meetings.*

Achievement:

- *Accomplished events : Carnivals, Sedania Open House, Celcom Roadshows and on ground events, DewiRemaja, Gadis M2(reality Tv show), The Band (Reality TV Show)*

ADMIN EXECUTIVE Jan 2012 –Mar 2012

Dimension Data (M) SdnBhd, Petaling Jaya, Selangor Salary:

- *Managing the daily operations including: procuring and distributing of company's assets and equipment, travel arrange and resource reporting.*

HEALTH COUNSELOR June 2009 – Aug 2010

KPJ Ampang Puteri, Ampang, Selangor

- *Responsible on a broad variety of sales and marketing tasks which includes: developing sales strategies; coordinating of personal selling with advertisings; providing consultation to customers; and building and maintaining relationships with customers.*
- *Securing more than RM200,000 worth of health services annually.*

PUBLIC RELATION OFFICER June 2008- June 2009

Legend Worldwide Holidays, Kuala Lumpur Salary:

- *As a resource mediator between three (3) departments (telemarketing, marketing and operations) Overseeing product marketing processes from start to finish.*

OTHERS

WILLING TO TRAVEL: Yes

EXPECTED SALARY: RM10,000

OWN TRANSPORT: Yes

NOTICE PERIOD: 2 Months

REFERENCES

Mr Tony Yim (Director)

RapidCloud (M) Sdn Bhd

Level 11, Capital 2,

Oasis Square, Ara Damansara,

47301 Petaling Jaya

Selangor DarulEhsan

M: +60122102202

Jusaim Berimbun (Senior Executive of Mydin Online Department)

MYDIN Mohamed Holdings Berhad

Level 1M (IT Dept.), MYDIN Mall,

Lot 675 & 676, Persiaran Subang Permai, USJ1, 47500 Subang Jaya, Selangor Darul Ehsan.

M: +6019-6411670