



Bahiuddin Hussin

eCommerce | Digital Marketing



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Kuala Lumpur, Malaysia

WORK EXPERIENCE

1 Accelerate Sdn Bhd | Kuala Lumpur Digital Marketing Specialist

Mar'24 - Sep'24

- Develop and maintain a strong social media presence across platforms.
- Measure and analyze digital marketing campaign performance, aligning results with ROI and KPIs.
- Identify trends to optimize spend and enhance campaign impact.
- Collaborate on landing page creation to improve user experience.
- Conduct experiments to drive conversion and optimize user funnels.
- Evaluate emerging technologies and provide thought leadership for implementation.

Reason of Leaving : Laid off

Reference : Nurul Amalina Roshdi +60136400624 (HR Manager)

Sydney Cake House Sdn Bhd | Selangor eCommerce Manager

Feb'21 - Dec'23

- Spearheaded the establishment and growth of the eCommerce division, transforming it from a one-person operation into a robust team.
- Devised and implemented innovative digital marketing strategies across multiple platforms, resulting in consistent revenue growth and increased brand awareness.
- Conducted in-depth analyses of campaign performance and purchasing trends, delivering actionable insights to improve future initiatives.
- Introduced and managed livestreaming sessions on LazLive, ShopeeLive, and Instagram, engaging with consumers and driving sales.
- Fostered strategic relationships with Key Account Managers to secure advantageous partnerships and optimize platform performance.
- Coordinated cross-functional teams, including customer support, graphic design, and logistics, to ensure seamless execution of campaigns and superior customer satisfaction.
- Planned and executed Limited Time Offer (LTO) SKUs tailored to Malaysia's festive seasons, driving seasonal sales and strengthening brand loyalty.
- Maintained the accuracy and appeal of product listings, ensuring high-quality descriptions, professional imagery, and positive customer feedback.

Reason of Leaving : Skilling up knowledge and experience in Digital Marketing

Reference : Wong Toh Yuan +60123081223 (General Manager - Sales)

ABOUT ME

Experienced in managing multiple eCommerce businesses, bring in the traffic, and convert into sales and exposures. Analyzing market data, and evaluate every marketing efforts spent. In-charge in brand visibilities, pre & post purchase satisfaction and consumer happiness.

EDUCATION

Bachelor's Degree IT (eCommerce)

Universiti Malaysia Sabah
2014 - 2018

Matriculation in Science

Kolej Matrikulasi Johor
2013 - 2014

Sijil Pelajaran Malaysia

Sekolah Sultan Alam Shah
2012

SKILLS

- eCommerce
- Digital Marketing
- Marketing
- Data Analysis
- Leading Team
- Revenue Making



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Kuala Lumpur, Malaysia

WORK EXPERIENCE

Lazada Malaysia | Kuala Lumpur Category Executive (FMCG)

Jul'20 - Feb'21

- Managed over 50 top sellers in the Grocery category, including LazMall brands and marketplace merchants.
- Assisting sellers and brands to suggest initiatives and ways to grow in Lazada Platform.
- Analyzed merchant performance and proposed growth strategies.
- Supported new LazMall brands to optimize their eCommerce presence and performance.
- Prepared for Mega Campaigns, ensuring sellers leveraged platform tools and optimized strategies.
- Leading special campaigns with Marketing Division (Ramadan & Raya), analyze result of campaign page, and liaise with Account Manager from other categories to hunt a high-conversion SKUs for campaign page.

Reason of Leaving : Joining Sydney Cake House for a better opportunity ahead.

Reference : Soh Su Yi +60122041507 (Category Manager - Grocery Category)

Transcosmos Malaysia | Kuala Lumpur eCommerce Brands Associate

Aug'18 - Jul'20

- Oversaw end-to-end operations of clients' eCommerce businesses, including website management, marketplace operations, and customer service.
- Handled live chat support, order processing, and stock inventory coordination to ensure seamless customer experiences.
- Conducted detailed analyses of sales data, traffic sources, purchasing trends, and buyer behavior, providing actionable insights to optimize marketing strategies.
- Developed comprehensive marketing proposals and strategies, tailored to individual client needs, to drive traffic and maximize conversions.
- Coordinated closely with third-party warehouses for efficient stock management, ensuring timely inbound and outbound shipments.
- Played a pivotal role in enhancing product visibility on eCommerce platforms by crafting engaging product descriptions, optimizing keywords, and maintaining professional product imagery.
- Built strong client relationships by providing regular performance reports and recommending strategies to improve online store success.
- Supported the planning and execution of promotional campaigns across various eCommerce platforms, ensuring alignment with client goals and market trends.

Reason of Leaving : Looking to learn in deep from e-platform perspective

Reference : Aida Suraya +60162322509 (Manager - Digital Marketing)