



SUMMARY

A highly motivated and dedicated individual who embraces challenges with enthusiasm. My strong work ethic and exceptional skills allow me to complete tasks effectively and efficiently. I value transparency and honesty, and I always strive to maintain these values in everything I do. I believe that open communication and fairness are key to building strong relationships with others. I am committed to personal and professional growth, and I continuously seek opportunities to develop my skills and broaden my knowledge.

WORK EXPERIENCE

Nutasty Malaysia Sdn Bhd

E-Commerce/Operation Manager

Bangi, Selangor

Dec 2023 – Present

- Developed and executed e-commerce strategies to drive sales growth, improve brand visibility, and enhance the online customer experience for halal-certified food products.
- Led digital marketing initiatives, including SEO, paid ads, social media, and email campaigns, resulting in a 20-25% increase in online sales and customer engagement.
- Launch and manage campaigns across all platforms to drive customer engagement and boost sales during major promotional events
- Managed and optimized online product listings, ensuring all information was accurate and aligned with halal certification standards, maintaining brand integrity across multiple platforms (Shopee, Tiktok, Lazada and Shopify)
- Analyzed sales data, KPIs, and market trends to improve e-commerce performance, optimize campaigns, and increase conversions
- Oversaw inventory management, including tracking stock levels and coordinating with suppliers to ensure timely delivery and product availability for customers, reducing stockout by using AutoCount system.
- Managing shipping and receiving invoices, ensuring that all charges are accurate, reconciling discrepancies between purchase orders, delivery receipts, and invoices, and ensuring that payments are processed on time
- Maintain organized and accurate records, including files, documents, and databases.
- Implement and enforce office policies, procedures, and administrative processes
- Managed day-to-day operational activities, ensuring efficient product flow from production to distribution, while maintaining compliance with food safety and halal certification standards.
- Collaborated with logistics teams to streamline delivery processes, ensuring on-time delivery and improving customer satisfaction.
- Ensured that all products met halal certification requirements, liaising with certification bodies and ensuring compliance in production, packaging, and distribution.
- Worked closely with marketing, product, and logistics teams to align e-commerce initiatives with business objectives, improving operational efficiency and supporting overall company growth.
- Led and mentored a team providing training on halal standards, e-commerce best practices, and operational procedures, fostering a culture of collaboration and efficiency.
- Provided regular performance reports to higher management, highlighting key achievements, challenges, and opportunities for continued growth in both e-commerce and operational areas.
- Coordinated with external partners, affiliates, and influencers to promote products and drive traffic to the e-commerce platform.

- Manage and optimize end-to-end e-commerce operations, including sales, availability, pricing, listing content, ranking, on-site visibility, off-site, order management, order fulfilment, and after-sales service.
- Manage and optimize the company's online presence across multiple marketplaces, resulting in a significant increase in sales and revenue.
- Demonstrate expertise in developing and implementing effective e-commerce strategies that resulted in increased revenue, improved customer experience, and higher conversion rates.
- Spearheaded pricing strategies, regularly analysing market trends and competitor pricing to ensure competitive pricing while maximizing profits.
- Conducted regular competitor analysis to identify areas of opportunity and improve the company's positioning in the marketplace.
- Proactively manage inventory to ensure products were in stock and available for purchase, minimizing backorders and lost sales.
- Created and optimized product listings, ensuring they were complete, accurate, and compelling to improve product visibility and ranking.
- Effectively managed the order fulfilment process, ensuring orders were processed and delivered in a timely and accurate manner to provide a positive customer experience.
- Streamlined after-sales service, monitoring customer satisfaction, and managing returns, refunds, and customer support to improve customer loyalty.
- Coordinated with external partners, affiliates, and influencers to promote products and drive traffic to the e-commerce platform.
- Conducted regular analysis and reporting to measure e-commerce performance, identifying opportunities for improvement, and implementing effective solutions to improve sales and profitability.
- Developed and maintained strong relationships with e-commerce partners, including marketplaces such as Shopee, Lazada, Zalora, and TikTok Shop, to stay informed of category and brand performance across channels and offer advice on implementing business objectives.
- Develop and implement effective e-commerce strategies to increase traffic, engagement, and conversion rates, resulting in increased revenue and improved customer experience.
- Utilize a data-driven approach to analyse customer behaviour, market trends, and competitor performance to identify opportunities for optimization and growth.
- Monitored and oversaw the proper functionality of e-commerce websites, identifying and addressing any bugs to ensure the best possible user experience.
- Conducted regular trend analyses to identify new product and category opportunities for sale online, using trend reports from other brands or companies via websites or online marketplaces.
- Plan and execute promotions and campaigns for e-commerce platforms, utilizing a variety of channels and tactics to drive traffic, engagement, and conversion.
- Conduct regular analysis and monitoring of promotions and campaigns to optimize content, messaging, timing, and budget allocation for maximum ROI.
- Maintained a comprehensive understanding of industry trends, customer behaviour, and market competition to ensure the success of promotions and campaigns.
- Utilized a data-driven approach to measure the effectiveness of promotions and campaigns, using metrics such as traffic, engagement, conversion rates, and ROI to inform future planning and optimization.
- Optimized all available sales and marketing tools on e-commerce platforms to boost traffic, engagement, and conversion rates, improving overall platform performance and profitability.
- Designed and executed comprehensive digital marketing strategies to promote the company's website and increase online sales across various marketplaces, including Shopee, Lazada, Zalora, and TikTok Shop.
- Monitored and analysed website and marketplace analytics to identify trends and optimize marketing campaigns for maximum ROI.
- Collaborated with cross-functional teams, including designers, copywriters, and developers, to create engaging content, graphics, and promotions for all marketing channels.
- Maintained a strong understanding of the latest digital marketing trends and implemented best practices to stay ahead of the competition.

- Plan and execute marketing campaigns to boost brand awareness and drive conversions, using data to meet and exceed goals.
- Conduct market research to understand customer needs and create targeted campaigns that engage and convert the audience.
- Collaborate with marketing, creative, and product teams to develop strategies that align with business goals.
- Use digital ads, social media, email marketing, and other channels to reach and engage target audiences.
- Provide regular reports on key metrics, including sales, margins, and inventory, to the E-Commerce Manager.
- Stay organized, prioritize tasks, and manage multiple projects to ensure timely product management.
- Continuously update marketing campaigns to keep up with market trends and customer needs.
- Monitor website performance, improve user experience, and increase traffic and sales.
- Manage relationships with key marketplace partners to optimize e-commerce performance.
- Update and maintain web store content, including pricing, inventory, and product info.
- Work with the Creative Team to enhance website and marketplace content for major campaigns.
- Execute digital marketing campaigns across platforms like Facebook, Instagram, Google, and TikTok to drive awareness, traffic, and conversions.
- Use market data to target key audience segments with effective ad campaigns.
- Collaborate with creative and product teams to produce ads that drive conversions.

- Successfully organized and managed a variety of in-house programs and self-development training, catering to different skill levels and needs of participants.
- Demonstrated strong organizational skills and attention to detail, ensuring smooth and seamless execution of each program.
- Developed effective communication strategies to promote the programs and encourage participation.
- Utilized critical thinking and problem-solving skills to identify and address issues or challenges that arose during each program and continuously evaluated and improved program processes and procedures to increase efficiency and effectiveness.
- Accurately maintained attendance records for each program, using organized and efficient tracking systems.
- Communicated attendance data to relevant stakeholders, including program managers, trainers, and participants.
- Leveraged attendance data to evaluate program effectiveness and identify areas for improvement.
- Coordinated with cross-functional teams to ensure seamless execution of all program components, including venue, equipment, and materials.
- Provided exceptional customer service and support to participants, responding promptly to inquiries and concerns.
- Actively engaged in professional development opportunities, including customer service and hospitality training, to enhance skills and knowledge.

PROJECT ACHIEVEMENT

Cheetah Corporation Sdn Bhd

Cheetah Spring Summer 2022 Fashion Show

MITEC, Kuala Lumpur

March 2022

- Demonstrated strong leadership skills in managing live shows and leading event teams for social media and marketplace platforms.
- Successfully planned and executed live events, ensuring seamless and engaging viewing experiences for audiences.
- Collaborated closely with cross-functional teams to ensure that all aspects of the event, including production, marketing, and customer service, were executed to a high standard.
- Developed and implemented digital marketing strategies to promote events, leveraging a variety of channels and platforms to reach target audiences.
- Monitored and analysed marketing data to evaluate campaign effectiveness and make data-driven decisions to optimize marketing performance.
- Demonstrated strong communication and collaboration skills, working closely with marketing teams and external partners to achieve marketing objectives.
- Successfully managed website traffic during live fashion shows, ensuring that the website remained functional and accessible to users despite high levels of traffic.
- Worked closely with technical teams to troubleshoot and resolve any technical issues that arose during live events.
- Demonstrated strong problem-solving skills and attention to detail, ensuring that website functionality and usability met user needs and expectations.
- Maintained a high level of quality control over website content, ensuring that every product was presented in a professional and visually appealing manner.
- Worked closely with product managers and designers to ensure that all product information, images, and descriptions were accurate and up to date.
- Conducted thorough testing and quality assurance checks to ensure that website functionality and usability met user needs and expectations

Other Achievements :

- Increased online sales by 15-20% through the implementation of targeted marketing strategies and the optimization of product listings, which led to higher conversion rates and greater brand visibility for Nutasty
- Introduced Shopify for Nutasty as the e-commerce platform to improve website management, enhance user experience, and ensure a smoother, more intuitive shopping process for customers, resulting in more efficient operations.
- Maintained 100% compliance with halal certification standards across all product lines by working closely with regulatory bodies and conducting regular quality assurance checks to ensure product integrity.
- Managed booths at major food festivals, including the Chinese New Year and Hari Raya Aidilfitri Food Festivals, where I successfully drove brand awareness and customer engagement through product displays, tastings, and promotional activities, significantly boosting foot traffic and sales
- Collaboration with Kailas and Wind Runners Sport Event Organizer throughout 2024 as one of the sponsors

EDUCATION

Universiti Utara Malaysia Malaysia

Bachelors in Operation Management (Hons.)

Matriculation of Pahang

Accounting Programme

Sekolah Dato Abdul Razak

Sijil Pelajaran Malaysia (SPM)

Sintok, Kedah

Graduated

Gambang, Pahang

Graduated Dec 2014

LANGUAGE & SKILLS

Language

- Bahasa Malaysia – Native Speaker
- English - Proficient

Personal Skills

- Digital Marketing
- Microsoft Office
- Adobe Photoshop
- Canva
- E-Commerce Platform Ads

Professional Skills

- Leadership
- Communication
- Management
- Planning
- Negotiation

