



IRMEZA BINTI IBRAHIM

Highly skilled with over 12 years' experience in merchant retail, ecommerce, brand strategies and event management, partnering with Stakeholders to drive revenue growth and increase customer satisfaction. Proven track record in developing marketing strategies to boost customer sales, negotiating contracts and identifying opportunities for growth. Exceptional skills in relationship management, collaboration and communication.

PERSONAL DETAILS:

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Add: Petaling Jaya, Selangor.

OBJECTIVE CAREER:

To leverage my expertise in marketing and key account management to make a significant contribution to the success of both potential and thru organization as well.

LANGUAGE:

- Spoken: English, Malay
- Written: English, Malay

TOP SKILLS:

- Result Oriented
- Leadership
- Customer Centric
- Team Player
- Critical Thinker
- Communication and Interpersonal Skills
- Adaptability
- Learning Oriented
- Stakeholder Management
- Project Management Skills
- Conceptual Thinking
- Analytical and Data Driven Decision Making
- Account Planning and Strategy Development
- Negotiation Skills
- Business Partnering
- Market Research and Competitive Analysis

WORK EXPERIENCE:

SUNWAY MALLS SDN BHD

Senior Executive – Leasing

Feb 2024 – Dec 2024

- Develop and implement leasing strategies to attract new tenant, retain existing tenants and optimize the tenant mix to enhance footfall and sales
- Manage full leasing process, including negotiation of lease term, contract renewals and new lease agreements
- Conduct market research and competitor analysis to identify opportunities for new tenant and monitor retail trends
- Establish and maintain strong relationship with current and potential tenant, addressing their needs and ensuring smooth communication
- Collaborate closely with marketing, operation, finance and fit out to ensure overall success of shopping mall
- Monitor tenant performance and provide recommendations to improve tenant sales, foot traffic and customer satisfaction
- Prepare leasing report and presentation for high management, providing insights on leasing activities and performance
- Stay updated with market trends, rental rates and retail industry developments to maintain a competitive leasing strategy
- Work closely with marketing/promotion team to coordinate on tenant's promotional event

SUNWAY MALLS SDN BHD

Senior Key Account Manager (Brand Partnership & Mall Engagement)

2022 – 2024

Merchant/Tenant Management:

- Successfully acquired & onboarded new merchants, fostering strong relationships with internal and external merchants/tenants on O2O strategy.
- Negotiated best margins, agreements, and advised merchants on go-to-market strategies for new offerings.
- Partnered with merchants to optimize their product selection, driving participation in both online and offline campaigns and mall events.
- Regularly reviewed with merchants to analyse performance and grew product category assortment with updated new products or exclusive deals to drive transaction numbers and revenue to achieve KPIs.

Marketing & Campaign Management:

- Planned & executed marketing campaigns, incorporating events, promotions, partnerships, and communication strategies.
- Developed & implemented digital marketing strategies to boost website traffic and lead to sales.
- Closely monitored campaign performance, adapting strategies mid-campaign based on data insights.
- Collaborated with internal and external teams (creative, public relation, media agency) to ensure campaign success.

Key Achievements:

- Led: Project management for pop-up kiosk promotions for PAW Patrol Kids 2022 - Road Tour, and Minecraft 2023 Road Tour across multiple Sunway Malls locations.
- Established: Promo booths for Riah Raya events at Sunway Putra & Velocity Mall, ensuring smooth operation and successful execution.
- Delivered: Top 2 sales category for Beauty (Beauty of Joseon & L'Occitane campaigns) and top 3 sales category for Baby & Kids Toys (RC Remote Car Control campaign)

MALAYSIA AIRPORT NIAGA (M) SDN BHD

Senior Executive – Marketing & Promotion (Travel Retail)

2018 – 2021

- Built relationships with brand principals/suppliers through negotiations, marketing activities, and project implementation in travel retail.
- Drove daily department activity by coordinating and ensuring smooth execution of all brand marketing promotion procedures.
- Planned, executed, and analysed promotional campaigns to support departmental plans and objectives.

EDUCATION:

Bachelor Degree Mass Communication
(HONS) Public Relation / Advertising
Management – Universiti Sains Malaysia,
Penang.

Diploma Mass Communication –Advertising
Taylor's College Sdn Bhd

AWARDS

2nd Prize, Penang State Tourism Industry Committee Radio Advertisement Competition:

Awarded 2nd prize for the creation of a
radio advertisement during the ADWAVE
2003 event at University Sains Malaysia,
Penang. The advertisement showcased
innovative approaches to promoting
Penang's tourism industry.

Award Certification for Excellent Contribution as Event Coordinator:

Recognized for outstanding contributions as
an Event Coordinator for the 'Be Alert!
Protect Your Valuables' campaign in 2004,
organized in collaboration with Yayasan
Pencegahan Jenayah. This campaign played
a significant role in raising awareness and
promoting crime prevention measures
within the community.

- Managed business P&L, budgeting, negotiating, and implementing marketing campaigns across various marketplaces.
- Managed all E-Commerce activity, including traffic acquisition, sales, conversion, reporting, and daily sales/product availability monitoring.
- Optimized customer experience to ensure day-to-day effectiveness of web and app content display.
- Analysed data to deliver data-driven strategies, drive top performance, and achieve KPIs.
- Implemented e-commerce strategies to improve website/app performance and meet revenue targets.
- Collaborated with brand partners to optimize product offerings and drive participation in online and offline campaigns.
- Supported marketing campaigns, negotiated deals with merchants, and curated SKUs for various initiatives.
- Worked with merchants to improve capabilities in order fulfilment, inventory management, and product offerings.

Key Achievements:

Project Management:

- Led the launch of pop-up promotion kiosks across KLIA, klia2, and KKIA, featuring premium brands like Dior, Lancôme, Estee Lauder, and L'Oréal Paris.
- Spearheaded the development and implementation of the new "Perfumes & Cosmetics" multi-brand emporium boutique concept at KLIA International Airport.
- Oversaw the successful establishment of dedicated boutiques for Dior, Lancôme, and Ken's Apothecary at KLIA International Airport.
- Participate the establishment of the "KLIA Crazy Wide Sale" campaign on the e-commerce platform ShopMyAirport.com.

IFLIX SDN BHD

Senior Executive – Project Content Coordinator

2015 – 2017

- Supported and coordinated projects from conception to completion, working with teams to achieve goals by deadlines.
- Maintained and monitored project orders, plans, schedules, and work hours for each channel/client.
- Liaised with clients, teams, and resources regarding project schedules and material availability.
- Organized project deadlines and ensured they were met.
- Guaranteed projects adhered to frameworks and proper documentation for each project.
- Developed project strategies, identified changes, and assessed risks/issues, proposing solutions.
- Liaised with internal and external stakeholders concerning project schedules and materials.
- Provided administrative support and undertook project tasks as needed.

Key Achievements:

- Secured the rights and established the main project content for TVN's exclusive Korean TV drama series No. 1, encompassing both "Goblin" and "Descendants of the Sun".
- Successfully launched the "Mr. Robot" American drama thriller project, managing subtitling in English, Malay, and Chinese languages.
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ASTRO Malaysia Holdings Sdn Bhd

Executive – Project EPG Sub-Editor

2011 – 2014

Translation & Localization:

- Accurately translated subtitles between English and Malay, adhering to style guides and cultural nuances.
- Conducted thorough online research to ensure terminology accuracy and context-specific translations.
- Assisted with translating and adapting marketing materials such as metadata, trailers, and synopses.

REFERENCES:

- Available upon request.

POSSESS OWN TRANSPORT:

- Yes

EXPECTED SALARY:

- (Negotiable)

Quality Assurance & Editing:

- Meticulously proofread translated subtitles for grammatical errors, timing inconsistencies, and adherence to formatting guidelines.
- Provided constructive and actionable feedback to freelance translators and vendors on translated subtitle quality.
- Guaranteed all subtitles aligned with established style guides and industry standards.

Technical Skills & Project Management:

- Effectively re-conformed subtitle files to match altered audio/video lengths (e.g., censorship), maintaining seamless integration.
- Converted and troubleshooted source subtitle files not in the standard .srt format.
- Maintained and updated glossaries and non-translatable term sheets collaboratively within a shared workspace.
- Collaborated with the manager and team to ensure efficient translation workflows and adhered to delivery schedules.

Training & Mentorship:

- Shared expertise by providing subtitle editing training to new team members or freelance editors as assigned by the manager.

Malaysia Digital Economy Corporation Sdn Bhd
Event Coordinator

2006 – 2010

Event Management:

- Planned, prepared, and executed the overall process of events and activities.
- Managed all aspects of events from start to finish, including logistics, supplies, inventory, marketing materials, and day-to-day office operations.
- Liaised with various partners, including event organizers, vendors, exhibitors, internal stakeholders, and external partners.

Procurement & Vendor Management:

- Procured goods and services for events while ensuring adherence to corporate and ethical policies.
- Prepared reports on travel arrangements and expense claims.

Administrative Duties:

- Prepared reports, meeting minutes, and other necessary correspondence.
- Arranged flights, accommodation, and other travel for event participants.