



NUR AFIQAH ATHIRAH BINTI JAMSALLEN

CONTACT

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Home Address
Cheras, Kuala Lumpur

SKILLS

- Software application such as Canva, Microsoft Office and Microsoft Outlook
- Marketplace tools
- Account management
- Willingness to learn
- Adaptability and flexibility
- Time management

REFEREE

Amirah Rahim
Shopee Malaysia, Team Leader
+6012-242 2513

Hayley
Lazada Malaysia, Category Manager
+6012-655 6246

WORK EXPERIENCE

Key Account Manager

Shopee Malaysia | November 2023 - present

- Manage key Shopee Mall and Marketplace accounts, fostering long-term relationships with clients.
- Manage campaign submissions and optimize platform tools, including vouchers, daily shocking sale, livestreams, and affiliate marketing solutions.
- Propose tailored marketing packages to key clients, enhancing store visibility and boosting visitor engagement.
- Support clients' participation in both digital marketing initiatives and offline events to drive brand exposure and sales.
- Act as the primary liaison between key clients and internal departments to ensure seamless communication and collaboration.
- Address and resolve client issues promptly to ensure client satisfaction.

Key Account Manager

Lazada Malaysia | January 2023 - November 2023

- Managed key LazMall and Marketplace accounts, maintaining long-term relationships with key clients.
- Managed campaign submissions and proposed strategic campaign mechanics, such as vouchers, flash deals, add-on deals, etc.
- Facilitated seller participation in online marketing campaigns and offline promotional events.
- Acted as the main point of contact between key clients and internal teams to ensure seamless communication and collaboration.
- Addressed and resolved client issues promptly to ensure client satisfaction.
- Provided comprehensive monthly sales performance reports to key clients.

E-commerce Assistant Manager

Habib Group | August 2022 - January 2023

- Led a team of 9 employees, overseeing onboarding, training, and task delegation.
- Collaborated with operations, marketing, commercial, and merchandise departments to optimize e-commerce campaigns and ads.
- Supervised e-commerce activities and ensured the quick implementation or termination of campaigns based on performance analysis.
- Liaised with upper-level management, presenting relevant ideas and recommendations.
- Managed campaign submissions across marketplaces like Lazada, Shopee, Zalora, and TikTok, and developed mechanics such as vouchers and shocking sales to boost sales performance.
- Provided detailed daily, weekly, and monthly sales performance reports to senior management.

Key Account Manager

Commerce Dot Asia | November 2020 - July 2022

- Managed key accounts and nurtured long-term relationships with clients.
- Coordinated campaign submissions across various marketplaces, including Lazada, Shopee, Zalora, PG Mall, and Wow Shop, while also initiating and executing proprietary campaigns on the web store.

LANGUAGE

Proficient in **Malay** for both written and verbal communication

Proficient in **English** for both written and verbal communication

EDUCATION

Universiti Teknologi Mara (UiTM) | Degree
Bachelor of Creative Technology (Hons.) Theater,
class of 2016.

Victoria Institution | STPM
Major in Accounting, class of 2014.

SMK Seri Bintang Selatan SKK | SPM
Major in Accounting, class of 2013.

AWARDS

Omniraise

- **Best New Comer** in 2019
for an outstanding achievement

Universiti Teknologi Mara (UiTM)

- **Fifth Semester Dean List Award** in 2019
with CGPA of 3.67
- **Third Semester Dean List Award** in 2018
with CGPA of 3.52
- **Second Semester Dean List Award** in 2017
with CGPA of 3.51

Victoria Institution

- **Anugerah Remaja Perdana Rakan Muda** with
silver in 2015

SMK Seri Bintang Selatan SKK

- **Excellent Sketch Folio** in 2011

- Proposed and created campaign mechanics, such as vouchers, shocking sales, add-on deals, marketplace feed posts, marketplace chat broadcasts, and email broadcasts.
- Coordinated inbound logistics and maintained optimal product inventory levels, ensuring sufficient stock availability.
- Secured strong store performance by ensuring fulfillment, delivery SLAs, and maintaining high chat ratings.
- Collaborated with channel experts, design, IT, product, marketing, operations, warehouse, and customer service departments, as well as upper-level management and marketplace personnel, to ensure key clients' needs were met.
- Advised and provided actionable solutions to the operations and customer service teams, resolving issues related to customer orders and inquiries.
- Provided monthly sales reports, analyzed key account performance, and recommended improvements.
- Prepared training manuals and trained over 50 agents, key clients, and upper-level management on the delivery system.

E-channel Executive

Commerce Dot Asia | October 2019 - October 2020

- Executed daily order processing across multiple platforms (web store, Lazada, Shopee, Zalora, TikTok, PG Mall, Wow Shop, Lelong, PrestoMall).
- Managed and resolved problematic orders, including incomplete, incorrect, and damaged items.
- Developed and implemented Standard Operating Procedures (SOPs) for the operations and customer service teams.
- Assisted the warehouse team with pick-and-pack tasks during peak campaign periods.
- Managed product listings, ensuring all details (title, price, description, stock) were accurate and optimized across platforms (web store, Lazada, Shopee, Zalora, TikTok, PG Mall, Wow Shop, Lelong, PrestoMall).
- Utilized basic image editing skills to prepare and format product images according to marketplace requirements.
- Executed product mapping for newly inbound products within the E-commerce Warehouse Management System (EWMS).
- Handled customer reviews, ratings, and inquiries across chat, email, phone, and social media channels to enhance customer satisfaction.

INVOLVEMENTS

Shopee Malaysia

- Joined Google Sheet Intermediate Training
- Involved in Raya Stail Kita event

Lazada Malaysia

- Involved in LazLook Fashion Show as crew
- Involved in Rihuh x Lazada event as crew

Commerce Dot Asia

- Joined Excel Intermediate Training
- Joined The Basic Digital Marketing Online Live Training