



# SITI AMINAH NOR AZLAN

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☎ +60172004054

📍 Kuala Lumpur

## Education

Bachelor of Business Administration (Hons.) Marketing  
UiTM Puncak Alam, Puncak Alam  
Current CGPA : 3.65

Sep 2020 - Jan 2023

Diploma in Public Administration  
UiTM Seremban, Seremban  
CGPA: 3.29

Sep 2017 - Feb 2019

## Employment

Marketing Specialist (KOL) (Contract)  
September 2024 - Current  
Glad2Glow Malaysia, Kuala Lumpur

- Manage and nurture relationships with 70-100 influencers (KOLs) on a monthly basis, providing tailored guidance on content creation on TikTok.
- Oversee the execution of influencer campaigns, ensuring content aligns with brand identity and adheres to quality standards.
- Provide creative direction to influencers, suggesting innovative ideas to boost engagement and audience reach.
- Analyze campaign performance, leveraging insights to optimize future strategies and achieve business goals.
- Identify and recruit new influencers to expand the company's network for collaboration opportunities.

### Key Achievements:

- Managed to acquire 300+ new KOLS.
- Achieve monthly KPI of 200+ postings per month and achieved Grade S.
- Maintaining eCPM below MYR10

## Skills

Canva  
Expert

Microsoft Office Word  
Expert

Microsoft Office Power Point  
Expert

Microsoft Office Excel  
Intermediate

Meta Ads  
Intermediate

Google Ads  
Beginner

Leadership



Adaptability



## Languages

Malay



English



**Affiliate Marketing Executive November 2023 - September 2024**  
Shopee Malaysia, Mid Valley City, Kuala Lumpur

- **Managing Livestreamers:**
  1. Managed over 100 livestreamer accounts, ensuring consistent and high-quality streaming performance.
  2. Provided guidance and support to help livestreamers grow their presence on Shopee.
- **Acquiring and Onboarding Top TikTok KOLs:**
  1. Successfully acquired top TikTok Key Opinion Leaders (KOLs) to conduct livestreams on Shopee.
  2. Managed their livestreams and provided strategic advice on how to optimize their growth and engagement on Shopee.
  3. Achieved the highest acceptance rate for onboarding top livestreamers, the highest on the team.
- **Market Trend Analysis:**
  1. Analyzed current market trends to provide relevant advice to managed KOLs, helping them stay competitive and relevant.
  2. Ensured that KOLs adapted their strategies to align with evolving market dynamics.
- **Content Strategy and Oversight:**
  1. Created content strategies for affiliates and oversaw their content creation to ensure alignment with Shopee's brand and marketing goals.
  2. Analyzed affiliates' posting content and livestream performance to provide actionable insights and recommendations.
  3. Used data-driven approaches to optimize content strategies and improve engagement and reach.

**Seller Growth Analyst (Contract) July 2023 - November 2023**  
Lazada Malaysia, Bangsar South, Kuala Lumpur

- Analyse sellers' business performance and support sellers with insights on tools adoption and relevant practices to improve business performance on Lazada
- Strong communication skills and actively engage with brands and sellers' daily support on their plans and issues if needed.
- Build rapport with sellers and provide a positive consultation experience with:
- Friendly and professional support during calls & conversations
- Escalating matters – in case business owners raise issues outside of scope and support
- Familiarise with e-commerce knowledge and market trends devise business strategies.

### **Marketing Executive (Contract) Feb 2023-April 2023**

Ariani, Kuala Lumpur

- Organizing and oversee advertising/communication campaigns (social media, TV etc.), and promotional events.
- Write copy for diverse marketing distributions (brochures, website material etc.)
- Maintain relationships with media vendors and publishers to ensure collaboration in promotional activities
- Collaborate with managers in preparing budgets and monitoring expenses.
- Handling Ariani store opening event.
- Ariani Fashion Show
  1. Source and negotiate with vendors and suppliers
  2. Come up with suggestions to enhance the event's success
  3. Coordinate ambassadors movements during event.

### **Marketing Intern August 2022 - January 2023**

L'Oreal MYSG, Petaling Jaya

- Managing Livestreaming for L'Oreal Paris.
- Dealing with agencies on the livestreaming flow, products and scripts.
- Assisting designers on the designs to put on online platform.
  - Handling and assisting events. (Shopee Influencer Fest and KedaiKL)
  - Ensuring that everything is intact and smoothness of event. For (Maybelline, Loreal Paris and Garnier)
  - Handling L'Oreal Paris online events. (eg: 12.12, Try Something New)
- Achieved 4th place for most sales during 12.12
- Assist manager on handling Ecommerce platform Shopee and Lazada for both Malaysia and Singapore.
  - Copywriting for social media posts on Facebook, Instagram and TikTok.
  - Planned Loreal Paris 2023 GWP.
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- Supporting the marketing team and the analysis team in the administrative work.
  - Finding and dealing with collaborators to collaborate. (eg: Pandora)
  - Managed throughout the collaborations on the sponsorship collaboration.
  - Assist L'Oreal Paris advocacy for both Malaysia and Singapore.
  - Handling L'Oreal Paris Cosmetics (Makeup)

### **Coordinator Feb 2020 - Jul 2020**

ParkCity Medical Centre, Kuala Lumpur

- Maintaining files and records with effective filing systems.
- Supporting other teams with various administrative tasks.
- Greet and assist visitors when they arrive at the office.
- Perform basic bookkeeping activities.

## Extracurricular activities

President Taekwondo Club SMK Seksyen 4, Bandar Kinrara, Puchong	Jan 2016 - Dec 2016
Vice Secretary PEERs Unit Kerjaya Dan Kaunseling UiTM Handling club's paper works, organizing events.	Mar 2019 - Jul 2019

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## Certificates

- L'Oreal MYSG Certificate of Appreciation December 2022
- Fasilitator Program Tautan Kasih Sinar Harapan Oct 2018
- Fasilitator Program Counseling Outreach "INSIDE OUT" Mar 2019  
Raising awareness regarding mental health to students
- Program Seni Untuk Masyarakat Oct 2019

Drawing murals at Kompleks Sukan Stadium Paroi, Negeri Sembilan

- Volunteer for Run For Refugees Oct 2018

Raising funds for Palestinian refugees

- Facilitator for Program Training of Mar 2019

Trainers.

Training people who wanted to be facilitator

- Facilitator PEERs OUTREACH : THE RIGHT OF CHILDREN AWARENESS Oct 2018
- Biro Keusahawanan : Program Malam Gala & Sukan Rakyat DIPAC (D'VIBE) Apr 2018
- PENGACARA MAJLIS UMAC 2019 Apr 2019
- Biro Multimedia Program Seni Untuk Masyarakat Oct 2019
- YOUNG WOMEN BOOTCAMP 2019 at KEM PERMATA RESORT, MELAKA Oct 2019

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## Achievements

Awarded with "Community Service Figure" during Ceremony of Excellence Science Administration and Policy Faculty in 2019.

Dean's Award every semester for getting excellent result during degree years. (2020-2022)



3<sup>rd</sup> January 2023

To Whom It May Concern,

**Subject: Recommendation Letter for Management Trainee Program**

I am writing to recommend **Siti Aminah Nor Azlan**. She worked with us at L'Oreal Malaysia as an intern and reported to me in my position as an Online Brand Manager for Malaysia/Singapore.

As an employee, Aminah has entered with little experience however, she has shown great attitude towards her work, and it has showcased in her performance. During her time in my team, she managed and assisted in all online execution within her short duration. Aminah is a quick learner, curious, dynamic and hard working. She has never shy away from any task or projects presented to her and is always eager to learn and take up more amidst the high pressure of deadlines.

I have always valued good teamwork skills and she has time again shared this with the team. Aminah is adaptive and goes beyond to try her very best in the task at hand.

With that, I believe that given the chance, she will be a valued talent within the organization. If any further details are needed, kindly feel free to contact me at the mentioned number below.

Sincerely,

**Valery Chew**

**Senior Product Manager L'Oreal Paris**

**L'Oreal MYSG**

**(+601) 2265 5546**

**Hoa Tran**

**Marketing Director L'Oreal Paris**

**L'Oreal MYSG**

# TRY SOMETHING NEW CAMPAIGN

Shopee Mall | L'ORÉAL PARIS



TRY  
*Something*  
NEW

14 SEPTEMBER 2022

UP TO **40% OFF**

Shopee Mall | L'ORÉAL PARIS

TRY *Something* NEW

14 SEPTEMBER 2022



UP TO **40% OFF**

# COLLABORATION WITH PANDORA

## 10.10



### GET EXCLUSIVE PANDORA CHARM



MINIMUM SPEND OF RM120\*



WITH EVERY PURCHASE OF  
GLYCOLIC-BRIGHT RANGE\*





# 11.11 EVENTS





# 12.12 MAGICAL HOLIDAY

## CELEBRATE THE HOLIDAYS WITH

**L'ORÉAL  
PARIS**

In 2022, L'Oréal Paris invites you to la Maison to celebrate the Magic of the Holidays, opening the doors to a unique experience of beauty to be shared with everyone, all over the world.

Enjoy a moment of magic by making your desired wish list come true during this magical holiday with our best-selling products, promotions and unique Advent Calendar.

Join us to celebrate  
THE MAGIC OF THE HOLIDAYS  
BY MAKING YOUR WISH LIST COME TRUE

*Because you're worth it.*

## L'ORÉAL PARIS IN COLLABORATION WITH self supply psyndrome ADVENT CALENDAR



### KEY VISUALS

#### SPOKE



#### HERO PRODUCTS



#### ADVENT CALENDAR



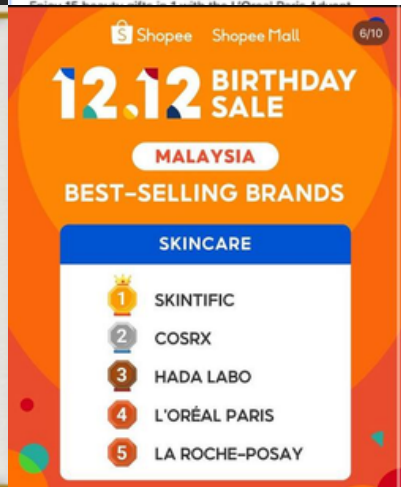
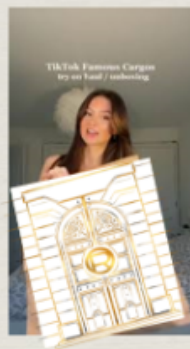
### KOL Seedings

- Aim : to highlight the holiday spirit with a gift of new skincare
- Target Market : Adults with busy lifestyle, teens with curious skincare routine.

#### Steps:

1. Set the background with comfortable homey
2. Have fun and open any boxes.
3. Briefly mention the other products that consumers will get when buying the advent calendar
4. Mention the collaborators.

End word – the importance of showing appreciation towards others with a solid skincare.



# LIVE STREAMINGS

Shopee LIVE | L'ORÉAL PARIS

## 12.12 MAGICAL DEALS

12 DECEMBER 2022 | 10PM - 11PM

**CANNY LOCK**  
L'ORÉAL STAR SEARCH WINNER

04:45

MAISON L'ORÉAL PARIS

ADVENT CALENDAR  
RM268

INFAILLIBLE 24H FRESH WEAR FOUNDATION IN A POWDER

Laz Live | L'ORÉAL PARIS

## BEST FOUNDATION: EALTHY AND GLOWING SKIN

UP TO 40% OFF STOREWIDE

26TH SEPTEMBER | 6:30 PM - 7:30 PM

**AMELIA LIEW**  
L'ORÉAL STAR SEARCH WINNER

GLYCOLIC BRIGHT 1.0% AHA EXFOLIANT

REVITALIFT 1.5% HYALURONIC ACID

REVITALIFT 1.5% HYALURONIC ACID

9.9 SUPER SHOPPING DAY | L'ORÉAL PARIS

## BEST FOUNDATION: HEALTHY & GLOWING SKIN

8TH SEPTEMBER | 10:30PM - 11:30PM

**9.9**

GET YOUR SKIN PRESCRIPTION WITH SkinCam

UP TO 50% OFF

TRY SKIN CAM

**INTAN NUR MAISARAH**  
L'ORÉAL STAR SEARCH WINNER

**CANNY LOCK**  
L'ORÉAL STAR SEARCH WINNER

HYALURONIC ACID PLUMPING

GLYCOLIC ACID EXFOLIANT

SPF50+ & WATERPROOF 800 PROTECTION

UV DEFENDER

Shopee LIVE | L'ORÉAL PARIS | NOV25 PAYDAY SALE

## LOVE IS IN THE HAIR

UP TO 30% OFF STOREWIDE

25 NOVEMBER 2022 | 9PM - 10PM

**WILLMA WILLIAM**  
L'ORÉAL STAR SEARCH WINNER

L'ORÉAL ELSEVE Fat Resist 3x

L'ORÉAL ELSEVE Fat Resist 3x

ELSEVE Extraordinary

Shopee LIVE | L'ORÉAL PARIS

## BEST BEAUTY DEALS TO SHOP NOW!

24 OCTOBER 2022 | 8-9PM

**WILLMA WILLIAM**  
L'ORÉAL STAR SEARCH WINNER

INFAILLIBLE 24H FRESH WEAR FOUNDATION IN A POWDER

REVITALIFT 1.5% HYALURONIC ACID

ELSEVE Extraordinary

SMOOTH DEEP NOURISH STEAM MASK

11.11 BIG SALE | L'ORÉAL PARIS

## 11.11 EPIC SALE

9 NOVEMBER 2022 | 8-9PM

**INTAN NUR MAISARAH**  
L'ORÉAL STAR SEARCH WINNER

INFAILLIBLE 24H FRESH WEAR FOUNDATION IN A POWDER

REVITALIFT 1.5% HYALURONIC ACID

ELSEVE Extraordinary