

NOORAZLY ADNAN

SOCIAL MEDIA & E-COMMERCE PROFESSIONAL | CREATIVE WRITER | DIGITAL MARKETER | MUSIC & VIDEO ENTHUSIAST | TECH GEEK

PERSONAL INFO



CONTACT INFO

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ABOUT ME

I am Noorazly, 30 years old, born and raised in Kuala Lumpur, Malaysia.

I am an experienced and highly driven professional seeking a position in the field of communication, content management, E-commerce governance, education, digital marketing, event management and creative writing.

Experienced managing communication for 3 international companies which mainly focusing on APAC region.

WORK EXPERIENCE

Regional Content Analyst (E-Commerce Governance - Creator and Content Safety)

Byte Precision Sdn Bhd (TikTok),
May 2023 - Present

- Main and the only POC for MY region in risk analyzation and user perception cases.
- Close collaboration with Project Managers to provide cultural and linguistic insights, process streamline improvements, policy implementation/calibrations and research and analysis to improve TikTok Shop's customer experiences.
- Manage communications between key stakeholders and XFN, usually acting as cultural/language experts who bridge communications between teams.
- Handling user perception cases in model labelling system.
- Handling and managing user perception cases in model labelling system for content and creators.
- Creation and localization of guidelines and policies.
- Summarise and react to content ecosystem feedback from XFN teams and explore potential areas of improvement.
- Assist the optimisation of eco-system and provide local insight to the systematic solution.
- Quality data analyzation for root-cause analysis (RCA) for policy improvement and giving insights for model leakage and human leakage in the weekly management data for the stakeholders.
- Support for other region on content risk analysis and detection. (SG, TH, PH, ID, VN & UK)

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WORK EXPERIENCE

Advisor

Byte Precision Sdn Bhd (TikTok),
September 2021 - April 2023

- Key person to deliver training for major policy updates and major policy alignment to moderators for Round 2 (R2) moderation in Malaysia and Singapore markets (<110 moderators).
- Support the R2 new joiners training and onboarding in moderation team.
- Coach and mentor new hires.
- Quality Appeals: Dispute cases, quality coaching & bad case feedback.
- Conduct SME Action Plan (SAP) and complete all official documents for moderators involved in SAP (including official e-mails and recordings of the meeting) for Performance Improvement Plan (PIP).
- Collect, create and provide relevant case studies for moderators on a weekly basis.
- Quality data analyzation for root-cause analysis (RCA) and calculation in the weekly management data for weekly meeting with stakeholders.
- Liaise with SMEs on the action plan for moderators not meeting target (outliers) on a weekly basis.
- Lead, plan and execute weekly catch up for advisors and SMEs (insights and thoughts sharing).
- Create and execute workflow plan (support team meeting & QA calibration host name list) to ensure smooth work transition for acting advisors and SMEs.
- Stakeholders site-visit: Create one pager document with the acting advisors in the preparation and presentation of Live R2 policy-related callouts and suggestions.
- Lead, plan, train and execute Rise Up Program (future acting Advisors and SMEs) for R2 KL site (program pioneer).
- Create and execute own personalized module and tests for the Risers.
- Mentor for new hires to understand the job scope of Advisor and SME position and the daily task of being an Advisors and SME.
- Plan and execute weekly task delegations for the support team which includes policy calibration meeting and support team study group session.

PERSONAL INFO

HIGHLIGHTS



Azly Adnan

TnS-OPS-KL Site
Kuala Lumpur
TnS-OPS-APAC-R2-KL-Live



Reasons for Recognition:

Azly is the pioneer to set up Live MY&SG Team from scratch. He moved up from moderator to SME very fast with his quick learning attitude. With a new team, the quality was struggling at 50% Accuracy Rate. But with the support of Quality Team & Management, Azly initiated an "SME Action Plan" to increase contact hours and create formal revision session at every step of the moderator's quality journey. SAP has now become the center of Live Team's Quality Success to provide maximum support for low-performing moderators. He is selfless in sharing his policy knowledge with the moderators and is always ready to support whenever the team needs him. The Quality Score for Live has consistently been above Global Target since then. Azly extends his availability to the team whenever required with no complaints. He truly puts the team's success above his own. As an SME, he still went above and beyond working on advisor tasks, such as completing the appeal cases and conducting calibration session & Error RCA with the QA Team as MY+SG's 2nd MPOC. He is really going above and beyond his call of duty as a SME, and is the backbone of Live Team's Quality Success.

Internal information, do not forward

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WORK EXPERIENCE

Subject Matter Expert (SME)

Byte Precision Sdn Bhd (TikTok),
January - August 2021

- Assist and guide moderators during operations for quality and policy related topics in Malaysia and Singapore market.
- Policy cascading and alignment feedback.
- Responsible for the stability and improvement of business quality metrics, including accuracy rate, false positive, false negative.
- Quality Appeals: Dispute Cases, Quality Coaching & Bad Case Feedback.
- Propose, plan and execute SME Action Plan (SAP) for quality coaching which become the whole KL Site major project.
- Conduct SME Action Plan (SAP) and complete all official documents for moderators involved in SAP (including official e-mails and recordings of the meeting).
- Coordinate with other supporting departments and teams, improve team results through various innovative ways including training and coaching.
- Coordinate with Advisors to analyze bad cases, communicate and conduct Q&A session with team members, summarize experience, and come up with training questions.
- Coordinate with TL to assist daily management and operation, supporting
- Coordinate with the 3 Pillars (Advisors, SME, QA for Alignment)
- Daily Moderation : 4000 videos per month.
- Received positive feedback for all 360 review performance and promoted to Advisor role.

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RECENT PERSONAL & CAREER ACCOMPLISHMENT

- 5196 followers on LinkedIn & 5062 followers on Instagram.
- Featured and listed in Marketing in Asia magazine as '100 Most Inspirational LinkedIn Icons In Malaysia You Should Follow' on May 2020.
- Awarded and selected as 'Top SEA Achiever for Boost Up', an official Facebook Project in South East Asia market.
- Awarded and selected as 'The Unsung Hero' in TikTok R2 KL Live Team as the result of giving big positive impact to the team.
- Awarded and selected to receive spot bonus in TikTok R2 KL Live Team.
- Train The Trainer (TTT) certified.

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LANGUAGES

Malay : Fluent
English : Fluent

WORK EXPERIENCE

Community Content Management Specialist (Live Team)

Byte Precision Sdn Bhd (TikTok),
November 2020 - January 2021

- Manages legal compliance and safety of livestream videos in short video platform (TikTok).
- Assisted in monitoring ongoing campaigns in 24/7 shift rotation.
- Assisted in development, improvement and maintenance of standards for the security of the online communities.
- Personally giving feedback on video versus live team experience.
- Review and moderate Malaysia, Singapore and global livestream videos.
- Average video handling : 1500+ videos / day.
- Received positive feedback for all 360 review performance and promoted to SME role.

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WORK EXPERIENCE

Facebook Marketing Expert

Concentrix Malaysia (Facebook),
February - October 2020

- Monitor ads based on content and ads policy in Facebook and Instagram
- Contacting privileged Facebook clients, setting up marketing strategies for advertising via mobile, email and video conference meeting on a daily basis
- Responsible to identify sales opportunities and providing these businesses with the best solution for their business goal in advertising
- Manage a portfolio of SMB clients with responsibility for growing revenue
- Acquiring new advertisers within the small and medium business (SMB) space
- Provide suitable budget proposal and advertisement campaigns to the clients.
- Provide pre and post-sales support for all products
- Provide product and tool support to improve clients' experience and drive higher product adoption and spend
- Responsible to champion and become an expert on all Facebook advertising solutions (including Instagram)
- Responsible to identify trends and solve problems facing multiple SMB clients
- Provide vital product insights and feedback from the customers to engineering
- Champion and produce success stories for customers who have had success in growing their business by using Facebook products to grow their business
- Hands on a variety of digital marketing tools including MS Excel, Salesforce and others to research, communicate and sell to the customer requirements
- Responsible to give the client strategies on the creatives in the advertisement with various formats (images, carousel, slideshow, videos, music and infographics)

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SKILLS & SOFTWARES

- Social media strategy
- Digital Marketing
- Copywriting
- Corporate blogging
- Video editing
- Salesforce
- Avaya
- Webex
- Facebook Ads Manager
- Quip
- CMS
- Microsoft Office
- Adobe Premiere Pro
- LumaFusion
- Insta360 Studio
- InShot
- Lightroom
- Photoscape
- Audacity
- LinkedIn
- Facebook
- Youtube
- Twitter
- Instagram
- TikTok
- Canva
- Lark
- Dingtalk
- Seal
- Zoom
- Skype
- Slack

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ADDITIONAL INFO

- Familiar with meeting and troubleshooting
- Familiar with customer handling method
- Familiar with SEA region social media policy
- Familiar with e-commerce platforms
- Good writer
- Good trainer
- Good in event planning and engagement activities
- Video creator (storyboard, script, shoot and edit)
- Able to calibrate with higher management
- Able to work as a leader and team member
- Willing to travel
- Available with own transportation
- Able to play guitar and sing
- Sense of humour

WORK EXPERIENCE

Social Media Executive (Team Lead)

Playtonia Esports Sdn. Bhd.,
September 2019 - January 2020

- Manages and leads the social media contents and campaigns for Playtonia Malaysia in Bahasa Melayu and English
- Dealing with influencers and artists to boost up content engagement
- Research and apply local internet policy in the company social media pages
- Pitching the social media plan to the Ministry of Malaysia for event support
- Creates social media calendar
- Coordinate with Dubai and India manager for engagement in APAC region
- Manages the planning and execution of esports event
- Build and maintain the relationship with local and international media partners
- Secured 2 years contract deal for event location, full support from the Malaysia Ministry and new media partners in a month.

Community Content Management Specialist (CCM Team)

Byte Precision Sdn Bhd (TikTok),
September 2018 - September 2019

- Manages legal compliance and safety of content uploaded to the short video platform (TikTok)
- Assisted in monitoring ongoing campaigns in 24/7 shift rotation
- Assisted in development, improvement and maintenance of standards for the security of the online communities
- Experienced lead a shift team
- Experienced doing quality assurance report in behalf of CCM Assistant Manager
- Personally giving feedback on local sensitive words in the report
- Review quality assurance report, chat report and global user videos mainly Malaysia and APAC
- Average video handling : 1500+ videos / day
- Received positive feedback for all 360 review performance.

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WORK EXPERIENCE

Marketing Executive (Team Lead)

Asiana Tech Sdn Bhd.,
July 2018 - September 2018

- Produce articles and videos to increase engagement for travelers and users in 13 countries mainly Japan.
- Manages social media pages.
- Dealing with influencers to boost up content engagement.
- Research and apply local internet policy in the company's social media pages.
- Research on market and analyze data for all social media page.
- Creates social media calendar which included engagement activities, postings, writings, videos (shooting, editing and script writing) and detailed summary of event for the company.
- Travel and manages event for Malaysian students and business partners in Japan.
- Build and maintain the relationship with local and international media partners, implemented SEO and assist in web design and UI of the application..
- Involve in planning and development on the features in the Halal Navi application.
- Achieved 7k followers and new business partners in 2 weeks.
- Produced and edited the first vlog and interview video that went viral in top Japan tour social media pages.

Media Intern

PETRONAS Sdn. Bhd.,
November 2017 - February 2018

- Lead the interns and handling the engagements and communication events.
- Produce montage, video, gimmick, writings, games, e-mail advertisements and posters for department.

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VOLUNTEERING INFO

- A week with Orang Asli program in Betong, Pahang under IIUCS
- Volunteer teacher for English and Bahasa Malaysia subject under T<C.
- Stage lead and crew for Halal Festival 2016, assisted Dato' Redzuawan bin Ismail (Chef Wan) on stage.
- Volunteer for 1Murid1Sukan program under Ministry of Youth & Sports.
- Participant for Malaysia 50th Independence Day.

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SOCIAL MEDIA



Noorazly Adnan



Azly Adnan



@leeherex



@azlyadnan

WORK EXPERIENCE

Customer Service Operator

McDonald's Malaysia.,
December 2013 - Dec 2014

- Handling complaints
- Managing online delivery order
- Support the team for Q&A and feedback on social media pages
- Top employee of the month for 2 times

Storekeeper

99Speedmart Sdn Bhd.,
Jan 2012 - March 2012

- Change the price according to the updated data daily
- Assist the manager in receiving new stocks and monitoring goods delivery
- Responsible for the opening and closing of the outlet

EDUCATION BACKGROUND

Selangor International Islamic University College

Bachelor Degree in Communication (Broadcasting),
November 2014 - February 2018
CGPA of 3.44

- Dean's Lister for freshman year
- Completed the program with Internship & Final Documentary