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Professional Summary

Visionary leader with over 15 years of experience spearheading project management, operations, education, and digital marketing initiatives. Renowned for driving high-impact strategic programs, streamlining complex processes, and delivering measurable results across diverse industries. Adept at leading cross-functional teams, ensuring strict regulatory compliance, and leveraging data-driven insights to accelerate growth, enhance operational efficiency, and achieve ambitious organizational goals.

Education

Master of Business Administration

Entrepreneurship Institute Malaysia, 2021

- Specialized in Strategic Management, Marketing, and Financial Analysis.
 - Developed a comprehensive multinational business plan, including financial forecasting and market analysis.
 - Conducted market research projects that delivered actionable insights.
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Professional Certifications

- **Project Management Professional (PMP) – Project Management Institute (PMI), Training Completed – Pending Certification – PMI 2025**
Focus: Advanced project management principles, strategic alignment, and leadership practices.
Issued by: PMI (Project Management Institute)
 - **Digital Marketing Certification** – Veritas University College, 2021
Focus: SEO, SEM, content marketing, and data analytics.
Issued by: Veritas Uni College
 - **Project Management Certification** – Veritas University College, 2020
Focus: Basics of Project Management with Agile and Waterfall methodologies.
Issued by: Veritas Uni College
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Skills Summary

- **Operations Management:** Expertise in streamlining processes and implementing SOPs for efficiency.
 - **Project Management:** Proficient in Agile and Waterfall methodologies, with experience leading teams of up to 20 members.
 - **Strategic Planning:** Skilled in developing and executing business strategies to achieve measurable results.
 - **Digital Marketing:** Knowledge in SEO, SEM, content marketing, and data-driven campaigns.
 - **Client Relationship Management:** Skilled in contract negotiation and fostering long-term partnerships.
 - **Financial Analysis:** Adept at driving cost-efficient strategies, budgeting, and reporting.
 - **Tools & Platforms:** Proficient in Google Analytics, and CRM software.
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Role Scope Summary

- **Project Management:** Directed end-to-end projects, utilizing Agile and Waterfall methodologies to deliver on time and within budget, achieving up to 30% efficiency gains.
 - **Operations Management:** Streamlined processes and SOPs, reducing costs by 15% and improving team efficiency by 20% through automation and optimization.
 - **Education Sector Leadership:** Boosted student enrollment by up to 30% through global recruitment and partnerships, ensuring compliance with MOE and Cambridge standards.
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Work Experience

Project Manager | REED International School | Oct 2024 – Mar 2025

- Led the end-to-end setup of a boutique international school, ensuring MOE and Cambridge compliance.
- Oversaw procurement, budgeting, infrastructure design, and IT implementation including LMS and security systems.
- Managed HR, finance, and administrative operations.
- Directed branding, admissions, and digital marketing strategies to boost student enrollment.
- Currently serving as strategic consultant to support growth and operational efficiency.

Business Director | Gigple Digital Sdn Bhd (Invictus Blue Group) | Feb 2021 – Aug 2024

- Increased revenue by 15% annually through strategic initiatives and data-driven decision-making.
- Enhanced team efficiency by 20% with optimized operations and workflow automation.
- Secured RM 1 million in client contracts and grants across multiple industries.
- Delivered digital marketing campaigns resulting in a 30% online engagement boost.
- Mentored a cross-functional team, achieving a 95% satisfaction rate in employee feedback surveys.

Pre-Opening Team Head [Operations, Marketing, Projects] | Cyberjaya Skills International College | Oct 2018 – Mar 2020

- Boosted student enrollment by 25% through strategic international recruitment and partnerships.
- Established comprehensive SOPs and drove brand awareness via targeted campaigns and education fairs.
- Strengthened institutional compliance by liaising with regulatory bodies such as KDN, JPK, and KPT.

Management and Marketing Head [Projects, Operations, Marketing & Asst Registrar] | Butter & Olive College | Apr 2015 – Sep 2018

- Increased brand visibility by 40% and engagement by 20% with innovative media and influencer campaigns.
- Streamlined operations, reducing resource wastage by 15% through process optimization.
- Expanded global presence by fostering partnerships with embassies and international agents.
- Supervised a marketing team of 10 members, achieving quarterly KPIs consistently.

Key Projects

- 1. Digital Campaign Optimization (Gigple Digital Sdn Bhd)**
 - Designed and executed data-driven campaigns achieving a 30% increase in engagement.
 - Streamlined operations to support a 15% annual revenue increase using tools like Google Analytics.
- 2. International Recruitment Drive (Cyberjaya Skills International College)**
 - Spearheaded global marketing efforts, increasing student enrollment by 25%.

- Secured international partnerships, enhancing institutional visibility across Asia and the Middle East.

3. **Media Campaign Revamp** (Butter & Olive College)

- Created innovative social media strategies that boosted visibility by 40%.
- Achieved a 20% increase in engagement through influencer collaborations and targeted content.

4. **Cross-Functional Team Training** (Sunway International Business Management)

- Developed and delivered training programs improving skill sets for over 500 students.
- Led workshops to align cross-functional teams, enhancing productivity by 20%.

References available upon request.