



CORE SKILLS

- Automotive Sales & Aftersales Strategy
- Business Development & Partnerships
- Corporate & Fleet Sales Management
- Marketing Strategy & Brand Activation
- Client Engagement & Negotiation
- Product Launches & Training
- Team Leadership & Sales Coaching
- Strategic Alliances with Banks, Leasing & Rental Firms

EDUCATION & CERTIFICATIONS



Diploma in Graphic Design & Digital Media, Universiti Teknologi MARA (UiTM), (CGPA 3.06) 2007



Certified Audi Sales Advisor (2020, Audi AG)

LANGUAGE

Malay Language	
Speaking	10/10
Writing	10/10
English Language	
Speaking	9/10
Writing	9/10

MUHAMMAD SYAFIQ BIN ISHAK

Manager, Assistant Manager – Business Development | Automotive Sales, Brand Communication & Marketing Specialist

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PROFESSIONAL SUMMARY

Dynamic automotive business development professional with 15+ years’ experience spanning advertising, premium automotive brands, and digital automotive marketplaces. Proven track record in sales growth, strategic partnerships, and marketing operations with leading organizations such as **Audi, Carro/myTukar**, and **Carro Care Malaysia**. Recognized for building high-value client relationships, driving revenue expansion, and leading sales teams to exceed targets. **Certified Audi Sales Advisor** with deep expertise in automotive technology, customer psychology, and aftersales operations.

PROFESSIONAL EXPERIENCE



Assistant Manager, Business Development & Partnerships | Carro Care Malaysia Sdn Bhd (Apr 2025 – Present)

- Driving sales growth in automotive parts trading and DIY car care products.
- Secured key partnerships with Giat Mara, Sime Darby Auto Selection, and OPM Lite
- Designed commission schemes and product training for Sales Advisors to boost sales performance.
- Drafted proposals with Flux for aftersales partnerships and servicing agreements.



Assistant Manager, Business Development | Carro Technology (formerly myTukar) (2022 – Mar 2025)

- Developed partnerships with TNG, Setel, Maybank, CIMB, RHB, AVIS, SOCAR, Flux to expand market reach.
- Led end-to-end business projects from strategic planning to successful execution, achieving consistent revenue growth.
- Strengthened financial partnerships to deliver innovative car ownership and financing solutions.



Assistant Manager, Corporate Sales (Wholesale Fleet) | myTukar Sdn Bhd (2021 – 2022)

- Handled 500+ corporate fleet disposals (POV, Hertz, Avis, SOCAR, PNB).
- Managed client relationships and ensured smooth collaboration with Puspakom & JPJ.
- Drove corporate sales programs, achieving monthly fleet sales targets.

ACHIEVEMENTS

- Established multiple corporate and rental fleet partnerships in Malaysia’s automotive market.
- Successfully integrated Carro/ myTukar brand with fintech apps (TNG & Setel), driving digital leads.
- Award-winning creative lead in advertising (NACRA 2014 – Telekom Malaysia Annual Report).

COMPUTER SKILLS

MAC OS & Windows

Microsoft Office	
Words	9/10
Excel	9/10
Power Point	9/10

Adobe Creative Suite

Adobe In Design	9/10
Adobe Illustrator	9/10
Adobe Photoshop	9/10



Sales & Marketing Manager | Rimau International Sdn Bhd (Audi Centre Setia Alam) (2017 – 2021)

- Directed marketing campaigns, roadshows, and social media strategies, boosting Audi brand visibility.
- Managing dealership operations for sales and aftersales.
- Oversaw stock intake, ensuring optimal vehicle availability and turnover.
- Handled P&L reporting to track dealership performance and profitability.
- Ensured high levels of customer service and satisfaction across all touchpoints.
- Managed sales team performance, achieving consistent monthly sales targets.
- Developed commission structures, training modules, and pricing strategies for Audi Approved :plus vehicles.
- Certified Audi Sales Advisor (2020) with expertise in brand alignment and premium customer engagement.



Junior Art Director, Corporate Reports Sdn Bhd | 2013 – 2017

- Designed award-winning corporate reports (Best Design Award NACRA 2014 – Telekom Malaysia).
- Managed creative design projects for clients such as Maybank, CIMB, Petronas, Axiata, and POS Malaysia.



Senior Graphic Designer, Adaikalaraj Media Group | 2010 – 2013

- Led design and production for PASSIONS, IBR, and Convergence magazines.
- Managed creative projects for Malaysia Airports and KPJ Healthcare.

Cover Letter

Dear Hiring Managers/Team

I am writing to express my strong interest in the position/vacancy currently available at your esteemed company. Additionally, I am also open to exploring any other positions that align with my skills and professional background. With my 15 years of diverse experience in the advertising and automotive industries, I believe I possess the skills and knowledge necessary to contribute to your team.

I embarked on my professional journey in the advertising industry, where I honed my skills for seven years. During this time, I gained valuable expertise in various aspects of advertising, developing a strong foundation in marketing strategies, customer engagement, PR and brand alignment. This experience provided me with a solid understanding of effective communication and creative problem-solving.

In 2017, I transitioned into the automotive industry, joining Audi Centre Setia Alam as part of their team. Over four years, I immersed myself in the workings of the automotive sector, specifically focusing on dealership operations, sales, after-sales, and customer engagement. As an Audi Sales & Marketing Manager, I obtained a certification that encompasses brand alignment, automotive technology, sales processes, psychology, and comprehensive product knowledge. This certification demonstrates my commitment to continuous learning and staying updated with industry advancements.

Currently, I am employed with CarroCare Malaysia as Assistant Manager of Business Development and Partnership, a company specializing in the servicing, repair, provide body & paint repair and insurance claim of used cars. This experience has further enhanced my understanding of the automotive market, allowing me to stay abreast of emerging trends and challenges within the industry.

With my passion for the automotive field and my extensive background, I am confident in my ability to adapt quickly and excel in any task or project assigned to me. I am a dedicated and proactive professional, always eager to learn and contribute to the success of a team. I would greatly appreciate the opportunity to join your company and contribute my skills and expertise to your team.

Thank you for considering my application. I look forward to the possibility of discussing how my qualifications align with your requirements.

Yours sincerely,

A stylized, handwritten signature in black ink that reads "Syafiq Ishak". The script is fluid and cursive, with the first letters of each name being capitalized and prominent.

Muhammad Syafiq Ishak