

NUR FARISHA AQILA BINTI MOHD ALIAS

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Puchong, Selangor.

EDUCATION BACKGROUND

Universiti Teknologi Mara

Bachelor of Business Administration (Hons) Marketing

February 2020 – March 2023

- Vice-chancellor Award recipient
- Dean's List Academic Achievement Award recipient
- CGPA: 3.69 (First Class Honored)
- Muet: Band 4
- Yayasan TM Scholar
- Relevant coursework: Marketing concept, marketing communication, brand management, consumer behavior, service marketing, digital marketing, channel management, strategic marketing, marketing research, global marketing, responsible marketing, financial management and sales force management.

Universiti Teknologi Mara

Diploma in Tourism Management

May 2017 – January 2020

- Vice-chancellor Award recipient
- Dean's List Academic Achievement Award recipient
- Member of the student affairs unit (MEKEM)
- CGPA: 3.63

PROFESSIONAL EXPERIENCE

Mercedes-Benz Services Malaysia Sdn Bhd

Internship (Sales and Marketing Department)

- Support in the operational, development and implementation for all new product project (marketing plan and strategy)
- Support in the creation of marketing materials such as brochures, campaign video and POSM.
- Assist in social media tools, online marketing initiatives and web design.
- Provide professional customer and vendor management.
- Financing, Point of Sales (POS) submission and filing.
- Support Ad hoc tasks like sales support, CRM campaign and event management.

August 2022 – March 2023

Watson's Personal Care Stores Sdn Bhd

Part-Time Customer Assistant

- Ensure a professional standard of customer care and promote company products.
- Provided professional service to customers.
- Coordinates sufficient stock levels.
- Ensure correct selling techniques to do sales.
- Maintains procedures and methods according to Operations Standards.

Masania Travel & Tour Sdn Bhd

Internship (Operation and Marketing Department)

- Responsible for key customers' activities and developing new packages to the customer base for sales & marketing of travel packages, managing all systems applicable for flight & travel and web & mail system.
- Managed emails, price quotations, data entry, customer service, poster design, and copywriting for digital marketing.

Parkson Holdings Berhad (Sach & Sacha Brand)

Part-Time Promoter

- Delivered presentations and demonstrated to customers as well as set up attractive product displays and promotional booths.
- Engaged in meaningful interactions and built good relationships with customers.
- Followed up with customers and provided guidance on product selection.
- Recorded each transaction and stock level and processed customers' payments.

A-Look Eyewear

Senior Sales Assistant

- Provide exceptional customer service to all visitors and increase customer satisfaction.
- Stock, replenish, and organize display and inventory efficiently, faster than other associates.
- Increase sales by an average of 2% each month by continually developing ways of reaching new potential customers.

EXTRACURRICULAR & VOLUNTEER ACTIVITIES

KLWKND Traverse: Motion Through Times Exhibition Volunteer

- Assisted the agency and controlled the crowd.
- Entertain and answer the visitors' questions.

February 2019

January – May 2017

November 2021

February 2020

July – November 2019

Go Digital ASEAN X UITM Selangor

Trainer/Ambassador

- Construct online training sessions for participants.
- Monitor the participant's progress.
- Explain and guide participants to complete the task given.
- Promoting the workshop and seeking new participants to meet the KPI.

Mesyuarat Kepimpinan Mahasiswa (MEKEM) Management and Administration Department

Organized the student parliament event.

- Managing and monitoring the workflow and committee's operation.
- Preparing all the related documents for parliament.
- Assisted and backed up other departments like being an escort and protocol.

LANGUAGE, SKILLS & QUALITIES

Language:

- Malay (Native's speaker)
- English (Proficient in oral and written)

Computer skills:

- Proficient user of Microsoft Word, Microsoft Excel, Microsoft Powerpoint, and Microsoft Outlook.
- Intermediate knowledge of online editing software (Adobe Photoshop, Canva, Picsart, Filmora, Capcut, Inshot)
- Basic web design. (Adobe Experience Manager, Blog)
- Advance experience in Google workspace (Drive, Gmail, Sheets, Gmeet, etc.)

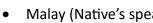
Interpersonal skills:

- Quick learner and proactive.
- Independent and self-reliant but also a collaborator.
- Able to communicate effectively with others.
- Adaptive and detailed-oriented person.
- Capable of analyzing and solving problems.

REFERENCE

Vince Yeoh

Marketing Communication Manager (Supervisor) Mercedes-Benz Service Malaysia Sdn Bhd +6012-3575558





August – December 2021

February 2018 - June 2019