



# NUR FARISHA AQILA BINTI MOHD ALIAS

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📍 Puchong, Selangor.

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## EDUCATION BACKGROUND

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### 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

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## PROFESSIONAL EXPERIENCE

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### Mercedes-Benz Services Malaysia Sdn Bhd

#### Internship (Sales and Marketing Department)

August 2022 – March 2023

- 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.

**Watson's Personal Care Stores Sdn Bhd**

**Part-Time Customer Assistant**

**February 2020**

- 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)**

**July – November 2019**

- 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**

**February 2019**

- 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**

**January – May 2017**

- 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.

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**EXTRACURRICULAR & VOLUNTEER ACTIVITIES**

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**KLWKND Traverse: Motion Through Times Exhibition**

**Volunteer**

**November 2021**

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

## **Go Digital ASEAN X UiTM Selangor**

### **Trainer/Ambassador**

**August – December 2021**

- 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**

**February 2018 - June 2019**

- 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.

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## **LANGUAGE, SKILLS & QUALITIES**

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### **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.

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## **REFERENCE**

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### **Vince Yeoh**

Marketing Communication Manager (Supervisor)

Mercedes-Benz Service Malaysia Sdn Bhd

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