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## CAREER OBJECTIVE

- Seeking a job opportunity that can enhance my career and skills in the field of digital marketing.

## PERSONAL DETAILS

**NRIC** : 920226-08-5150  
**Nationality** : Malaysian  
**Race** : Indian  
**Gender** : Female

## EXPERIENCE

2022 to Current

### **Professional Freelancer Digital Marketing & Website Development**

- Design, develop and maintain websites for your business.
- Set up Google My Business account to promote your business profile and business website on Google Search and Maps.
- Planning, setting up and optimizing Social Media for businesses.
- Plan, create and launch social media ads and manage regular postings.
- Create,manage and fully utilize tracking tools like Google analytics for your business.
- Setting up, managing and optimizing Google AdWords accounts for your business.
- Applying on-page SEO techniques & off page Seo techniques.
- Craft compelling ad copy to maximize CTR and Leads.
- Create effective remarketing campaigns and display ads.
- Create and optimize landing pages to increase Quality Score.
- Devise and implement A/B testing for better conversion.
- Monitor Search Console to find and rectify any issues in the website .
- Generate various reports to track, analyse and improve the results.

2018 to 2022

### **Senior Digital Marketing Specialist - Etiq Markets**

- Set up Google My Business account to promote your business Profile and business website on Google Search and Maps.
- Planning, setting up and optimizing Social Media for businesses.
- Plan, create and launch social media ads and manage regular postings.
- Plan, create,launch and test Facebook ad campaigns.
- Responsible for lead collection for various campaigns.
- Answering client enquiries on social media.
- Work with other departments and meet key speakers to create the best campaign and get quality leads.
- Create,manage and fully utilize tracking tools like Google analytics for your business.
- Applying on-page SEO techniques & off page Seo techniques.
- Craft compelling ad copy to maximize CTR and Leads.
- Create effective remarketing campaigns and display ads.

2018 to 2020

**Digital Marketing Specialist (Google AdWords, SEM) - Cube Sdn Bhd**

- Setting up and managing Google AdWords for 3 different markets: - Malaysia, Hong Kong and UK.
- Planning, setting up and optimize Social Media Ads for 3 different markets in various platforms, i.e. FB, Twitter, LinkedIn
- Monitor and report key website metrics such as keywords ranking, impression, bounce rate and conversion rate for 8 different websites.
- Analyse data from Google Analytics and Search Console to help form strategies based on data.
- Craft compelling ad copy to maximize CTR and Leads.
- Create, categorize and refine keywords lists to create a comprehensive campaign and drive qualified customers to the website.
- Allocate and monitor the budget needs for the digital marketing activities.
- Create and optimize landing pages to increase Quality Score.
- Devise and implement A/B testing for better conversion.
- Create effective remarketing campaigns and display ads.
- Monitor Search Console to find and rectify any issues in the website.
- Help the team with email marketing (EDM).
- Generate various reports to track, analyse and improve the results.
- Present and discuss with the team on action, results and for input.

2015 to 2017

**Marketing Web Specialist - Fleming Events**

- Launching new website and updating them
- Online promotion and Ads (LinkedIn, Facebook, Twitter)
- Applying on-page SEO techniques and launching social media campaigns
- Set up and monitoring PPC campaigns & Analysing website traffic and applying new strategies for it increment
- Working closely with design department regarding online graphic materials and suggesting solutions for design improvement
- Searching for new trends in website creation and social media.

Feb 2014– May 2014

**System Developer Internship -TNB Research Sdn Bhd**

- Reviewing current systems
- Adding new features for system improvements
- Producing detailed specifications and writing the programme codes
- Testing the system in controlled, real situations before going live

## EDUCATIONAL BACKGROUND

2012 to 2015

UNIVERSITI TENAGA NASIONAL  
BACHELOR OF COMPUTER SCIENCE IN SOFTWARE ENGINEERING  
CURRENT CGPA 3.62/4.00  
GRADUATION YEAR: 2015

**Final Year Project (Research and Development Mode):** A Brief Analysis on Security Threat of Smart Power Grid and Its Threat Model Simulation.

2010-2011

S.M.J.K(c) Shing Chung - **STPM Science Stream (Biology)**  
Malaysian University English Test (MUET): Band 4

2005-2009

S.M.K. Muhibbah - Sijil Pelajaran Malaysia (SPM)  
7As 3Bs

## EXTRACURRICULAR ACTIVITIES

### UNIVERSITI TENAGA NASIONAL

- Participated in an Intersarsity programming competition in MMU.
- Executing Committee in ILMU Accommodation Club.
- Assistant Secretary of UNITEN's Programming Committee
- Facilitator in UNITEN Orientation Programmes.
- Organizing Committee Of programming workshops.
- Programme committee in National ROBOGAMEZ (ROBOWARS 3) 2013.
- Volunteer in Tutoring refugee children.

### Secondary School

- School librarian (2010-2011).
- Treasurer of prefect board (2007-2009).
- Vice President of Arts Society.
- Secretary of Red Crescent Society.
- Committee member of Form Six Society.

## TECHNICAL SKILLS

Marketing : Certified in Google AdWords, Google Analytics, Facebook Blueprint

LANGUAGES : VISUAL BASIC, C, C++, JAVA, PHP, HTML, PROLOG, PHYTON, JS

PLATFORMS : LINUX, MICROSOFT WINDOW, UBUNTU

DATABASES : MySQL, ORACLE, SAP, DB2

SOFTWARE TOOLS : Dreamweaver, Photoshop, MS Visual Studio, PRIMAVERA, R, AMZI, Rational Rose, JOOMLA, GIMP

System Developer (3 months) – TNB Research Sdn Bhd

## SKILLS

1. Proven success in building online marketing campaigns which contributes more than 40% of leads as well as establishing analytics and reporting structure for all online marketing activities.
2. Proven success in building and maintaining various social media platforms from scratch.
3. Work on freelance projects like web development and online marketing campaigns.
4. Possess good communication and presentation skills.
5. Able to work independently or as part of a team.
6. Quick learner and highly organised.

**Language Fluency** : English-Fluent, Malay-Fluent, Tamil-Native

**Strength:** Highly flexible and able to multitask with various different campaigns at once. Have strong technical skills to adapt with any tools that contribute to digital marketing and strong analytic skills to analyze and improve the progress made.

**Weakness:** My management skills could be better as I constantly work to improve them. I have less experience doing direct marketing/sales pitch on one to one with customers.

## REFERENCE

Mrithula Shiva General Manager, Office: +603 77729071 Mobile: +60123008702 mrithula.shiva@cubeseelfstorage.my	Michaela Hubcikova Marketing Manager, Fleming Events, Kuala Lumpur. 012-6925896 michaela.hubcikova@fleming.events	Jason Teoh, Marketing Director, Etiq Markets, Kuala Lumpur. 010-4686872 jason.teoh@vtmarkets.com
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