NUR SYUHAIDA ROSLI



P-25-05, PRINCETON EduSentral Setia Alam,
Jalan Setia Murni U13/51 Seksyen U13,
40170 Shah Alam, Selangor
+60107634412 | syuhaidarosli@gmail.com

PROFESSIONAL SUMMARY

Emerging professional with a Bachelor's in Business Management (Business Analytics) and experience in data analysis, business planning, and customer service. Contributed to strategic initiatives during an internship at PETRONAS using Power BI. Currently in customer service, developing strong communication and problem-solving skills. Recognized for academic excellence with multiple Outstanding Performance Awards and Dean's List honors. Passionate about leveraging analytical skills to drive business growth and efficiency.

EDUCATION & KEY KNOWLEDGE AREAS

Bachelor in Business Management (Business Analytics), Universiti Teknologi PETRONAS (2019 – 2022) (CGPA: 3.28)
Higher National Diploma in Business Marketing, Kolej Profesional MARA Seri Iskandar (2016 – 2018) (CGPA: 3.02)

WORKING EXPERIENCE

Sifu Edu & Learning Sdn Bhd **January 2025 – Present**
Customer Service

- Initiate calls to promote tuition services, assisting clients in selecting the right tutors based on their needs.
- Guide clients through the enrollment process, ensuring seamless experience and payment completion.
- Achieve commission-based incentives through successful enrollments and maintaining strong client relationships.

Petroliam Nasional Berhad (PETRONAS) **May 2021 – Dec 2021**
Business Planning and Pricing (Internship)

- Analyzed data using Power BI for PETCO Strategic Initiatives and contributed to board paper updates.
- Prepared and delivered presentations on key business initiatives, mid-year performance, and strategic planning.
- Collaborated with the technical team on the OBS Timer Software installation, improving online meeting efficiency with a 90% satisfaction rate.
- Reviewed and updated the Courtesy Call to PETRONAS Group Security pack.

99 Speed Mart Sdn Bhd **Jun 2019 – Aug 2019**
Assistant Branch Manager

- Managed daily sales performance, consistently meeting a RM7,000 revenue target.
- Handled inventory management, stock ordering, and daily reporting to ensure smooth branch operations.

EXTRACURRICULAR INVOLVEMENT

- **Participant,** Aadigyan-Indian Immersion Programme 2022 at SRM University-AP, Andhra Pradesh, India
- **Project Manager,** Quest Challenge Rakan Masjid Workshop 2022
- **HOD Media & Promotion Committee,** Quest Challenge Rakan Masjid 2022
- **Activism & Welfare (A&W) Committee,** Rakan Masjid UTP
- **Project Manager,** The KickStart: Career Exploration (KiStCarE), Community Engagement Project (Obtained first place for best video and second place for best project)
- **Public Relations & Secretariat Committee,** A Kind Favour UTP
- **Participant,** MDEC Data Visualization and Storytelling competition (UTP's representative)
- **AHOD Professional Development,** Business Management Student Society (BMSS) UTP
- **Student Marshal,** UTP 19th Convocation Ceremony 2019
- **Committee,** Business Marketing Club (BMK), 2016-2018
- **Subcommittee of Community Service,** Majlis Perwakilan Pelajar (MPP) , 2016-2017
- **HOD of Food & Beverages,** Karnival Usahawan Seri Iskandar Siri 8, 2018. Secured full sponsorship for 3 days for all 60 committees and volunteers worth RM5,000.

SKILLS & STRENGTHS

- **Communication**: Strong written and verbal skills, demonstrated through client engagement and presenting to senior management.
- **Languages:**
  - **Malay**: Native proficiency.
  - **English**: Professional proficiency (written and spoken).
- **Leadership**: Proven leadership skills, leading project teams and managing event committees.
- **IT & Analytical Skills**: Proficient in Power BI, Excel, and Python. Experienced with SPSS and Data Mining.
- **Customer Relationship Management**: Strong ability to build lasting relationships, ensuring client satisfaction and retention.

●●●●●●