

NUR ERNA NATASHA ABDUL AZIZ

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WORK EXPERIENCE

ECOMMERCE BUSINESS OWNER

Penang, Malaysia
Oct 2019 - Sept 2020,
www.cuddlesandcoo.com

A start-up business that serves customers by selling baby's clothing and apparel via business website

- Responsible for branding identity, business personality, sourcing suppliers, packaging, and website development to penetrate the foreign market
- Developing a website that conveys the identity of the business
- Managed customer service, issue resolution, and ensured high satisfaction for customers
- Responsible for purchasing and maintaining shipping supplies
- Implemented targeting strategy utilizing concentrated marketing
- Responsible for SEO content: Google Analytics, visitors traffic real-time statistics, and advertisement for FacebookAds (keywords, page ranking, generate leads, content optimization, marketing analytic).
- Manage payment gateway PayPal and Stripe
- Implemented targeting strategy utilizing concentrated marketing, advertise through social media online marketing - (Facebook, Twitter, Instagram, Pinterest, Email).

CULINARY & MANAGEMENT INTERNSHIP

Kedah, Malaysia
Feb 2015 - May 2015,
Holiday Villa Hotel
Alor Setar, Kedah

- Manage to work efficiently in a stressful and fast-paced environment
- Achieved hospitality management skills, problem-solving, collaboration learning, purchasing, cost control, quality control, and inventory control skills.
- Lead the training and supervision of new trainees
- Supervised the team of new trainees in preparation of the main course during PDRM Mess Nite Fine Dining 2015 (1000pax)

EDUCATION

MASTER OF EDUCATION : EDUCATIONAL PSYCHOLOGY

2017-2019, Kedah, MY
Universiti Utara Malaysia

- Graduated with 3.58 GPA
- Dean's Award: February 2017 & January 2018
- Thesis : A Phenomenological Study: Lived Experience of Self and Parental Behaviour of The Only Child in Malaysia

BSC (HONS.) CULINARY ARTS MANAGEMENT

2013-2016, Penang, MY
Universiti Teknologi Mara (UITM)

- Graduated with 3.22 GPA
- Beareu of Multimedia for UITM Recreational Club in 2013 until 2016

SIJIL PELAJARAN MALAYSIA (SPM)

2007-2011, Kedah, MY
Sekolah Menengah Kebangsaan
Sultanah Asma

- Social Science - Major in Accounting
- SPM: 7A's 2B's
- LCCI Certificate: Distinction Level 2 Certificate in Book-keeping and Accounts

AWARDS & ACHIEVEMENTS

Academic award - Universiti Utara Malaysia	2018, Dean's Award
Academic award - Universiti Utara Malaysia	2019, Dean's Award
Academic award - UiTM Pulau Pinang	2015, Dean's Award
Food Innovation Expo of UiTM Pulau Pinang	2015, Contestant with 2 product and 1st Place Winner for 1 product
Food Styling Competition and Exhibition	2015, 1st Place Winner
Royal Belum Research Program - FHTM UiTM Penang	2015, Organizer
Survival Program in Tropical Rainforest of Selangor	2013, Organizer
"Jom Rileks Uitm Recreational Club"	2013, Organizer
Survival Program in Tropical Rainforest of Selangor	2013, Dean's Award
UiTM Recreational Club	2013-2016, Multimedia Bureau
LCCI - Certificate in Book Keeping and Account	2011, Level 2

VOLUNTEER EXPERIENCE

COMMUNITY SERVICE VOLUNTEER

- Collaboration with Parliament of Bukit Mertajam, Pulau Pinang in a Public Welfare Program (Program Kesejahteraan Rakyat)
- Facilitated activities for the community of Bukit Mertajam through healthy lifestyle talks, aerobics program, and healthy cooking demonstration

2014, Penang, MY
Universiti Teknologi Mara
(UiTM)

COMMUNITY SERVICE - UiTM AND THE MALAYSIAN MINISTRY OF YOUTH AND SPORTS COLLABORATION PROGRAM

- Camping Recreation and Community Services Operations of Kesatria Negara
- Delegating tasks and leading team members in preparing buffet meals for the wedding ceremony of one of the villagers family.
- Worked with 40+ members to clean Muslim graveyard area in a village at Kuala Nerang, Kedah

2013, Penang, MY
Universiti Teknologi Mara
(UiTM)

ADDITIONAL PROFICIENCIES

SKILLS

- Content editing skills including Microsoft Office (Words, Excel, PowerPoint) and WordPress
- Facebook for business
- Developing website for e-commerce, content creation, content marketing, social media online marketing, creative thinking, search engine optimization (SEO)
- Project management, data analysis
- Research- data analysis, source checking, strong attention to detail
- Collaborative learning, communication, and teamwork
- Learning and development, human motivation

LANGUAGES

- Malay
- English

ACADEMIC PROJECTS

2019

MASTER'S PROJECT PAPER

DURATION : 10 WEEKS SUBJECTS : HUMAN LIFESPAN DEVELOPMENT

- Title: "A Phenomenological Study: Lived Experience of Only Children"
- A study on how social experiences shape and influences personal development and lives of only children in Malaysia
- Project planning includes on time management, finding only children across Malaysia as specific data sample, data collection, critical thinking, and data analysis

2017

JUDGEMENT AND DECISION MAKING MODEL

DURATION : 10 WEEKS SUBJECTS : HUMAN LIFESPAN DEVELOPMENT, HUMAN LEARNING

- Planning and developing a decision making model as an intervention tool
- Helps in training individual to monitor and control their decision making ability, improve their judgment, and contribute to the improvement of wisdom structure

2017

ACTION RESEARCH

DURATION : 12 WEEKS SUBJECTS : HUMAN LEARNING

- Title: Does The Mind Map Learning Strategy Facilitate Meaningful Learning?
- Developed an intervention study to research the usage of electronic Mind Map in facilitate student in learning Science subjects

2016

HONOUR THESIS PROJECT

DURATION : 12 WEEKS SUBJECTS : FOOD AND SOCIETY

- Title: A Study on Psychosocial Factors Influencing Eating Habits Among Adolescents

2015

FOOD INNOVATION AND INVENTION

DURATION : 10 WEEKS SUBJECTS : CULINARY PRODUCT DEVELOPMENT

- Developed 100% Mango fruits roll, Cauliflower Pasta and Asam Pedas cube in a team of 3 members.
- Project planning includes detail work breakdown, design new recipe, experimenting, project scheduling, planning and management, resources finding and nutrition labeling

INTERESTS



Gaming



Travelling



Financial Investing



Business plan and design portfolio



Cooking & Baking



Reading

REFERENCES

**LAU SHUN MAN
(AMANDA LAU)**

Colleague / Master's Degree Project Partner

President & Student Advisor ENACTUS UUM 2015/2016 Co-operative and Entrepreneurship Development Institute (CEDI),

Awang Had Salleh Graduate School,

Universiti Utara Malaysia

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ASSOC. PROF. DR.

SARIMAH SHAIK ABDULLAH

Deputy of Dean of SEML / Lecturer

School of Education & Modern Languages (SEML),

Universiti Utara Malaysia, Sintok, Kedah

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