Annaim bin Jamhari

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Alam Damai, Kuala Lumpur

I am Annaim, a final-year BBA student at Universiti Malaya, majoring in Operations and Information Systems Management. My hands-on experience in e-commerce has sharpened my skills in business development, digital marketing, graphic design, and website development. My capabilities were recently highlighted as my group won the prestigious Huawei Sales Elite Challenge 2024, demonstrating my adeptness in competitive business environments. I'm seeking for internship from 5 August 2024 to 22 December 2024, 20 weeks.

EDUCATION

University of Malaya (2021 - 2025) Ongoing
Bachelor Of Business Administration
Operations and Information Systems Management
Current CGPA: 3.14

Penang Matriculation College (2019-2021)
Physical Science
CGPA: 3.54
MUET: Band 4

PROFESSIONAL CERTIFICATES

- Meta Certified Digital Marketing Associate (2023)
- Meta Social Media Marketing (2023)
- Google Digital Marketing & E-commerce (2023)
- Microsoft Advertising Certified Professional (2024)

ACHIEVEMENT

Huawei Sales Elite
Challenge 2024 Champion

LANGUAGES

- Malay - Native
- English - Proficient

PROFESSIONAL EXPERIENCE

Sujihome (eCommerce Furniture Store)   **April 2020 - Present**

Business Development & Digital Marketing   **Kuala Lumpur**

I am currently running an online store to learn about the eCommerce business. This venture is continuously honing my skills in entrepreneurship, digital marketing, sales and WhatsApp automation. I am also enhancing my abilities in business development and management to keep the business thriving, generating more than RM40,000 in revenues.

Accomplishments:

- Built a business from scratch.
- Market research and product validation.
- Manage team & sales strategy.
- Business development and management.

- Leverage FB Ads to generate leads and sales.
- Over 1,600 WhatsApp leads collected.
- Over RM40,000 generated in revenues.
- Over 6x ROAS with RM6200 ads spent.

The Rich Web (SEO Marketing Agency)   **Sept 2022 - Present**

Junior SEO Executive & WordPress Developer   **Kajang**

As a Junior SEO Executive at The Rich Web, I am currently managing complex SEO operations for our clients. I am utilizing my extensive expertise in multiple SEO techniques to enhance clients' websites, increasing organic traffic and improving Google rankings. Additionally, I am developing websites and eCommerce platforms using WordPress for our clients.

Job Scope:

- Apply SEO strategies for optimized websites.
- Conduct targeted keyword research for planning.
- Monitor using Google Search Console & Analytics.
- Assist in SEO content marketing copywriting.

- Over 20,000 monthly organic traffic.
- Over 120,000 lifetime organic traffic.
- 10-20% Increase in SEO performance.

Web4tion (Software Development Company)   **Dec 2022 - May 2023**

System Analyst   **Remote**

I managed and assisted in the development of a web-based system for Digital Wedding Invitation Cards at KahwinHub, customizing designs to meet product owner requirements. I collaborated effectively with software engineers to meet deadlines and ensured the project progressed within budget.

Job Scope:
- Understand the requirements of the client.
- Deliver regular progress update and report.
- Assist in system development.
- UI/UX design for developer.
- Apply Agile methodology.
- Coordinate with software engineers.
- Contribute to system development.
- Meeting and negotiate with client.

VOLUNTARY EXPERIENCE

Legoom Circle (IT Training Academy)   **July 2023 - Sept 2023**

Speaker for Business Transformation Course

I volunteered as a speaker for a business digitalization course, training new entrepreneurs on the essentials of online business, including basic graphic design, eCommerce setup, and landing page design. Drawing on my experience, I shared insights to help them navigate the complexities of the digital marketplace, empowering them with the skills needed to create engaging online content and effective strategies.

Events:
- AGDM (Graphic for Business Webinar) (20/3/23)
- Digitalisasi Usahawan Melaka (22/7/23)
- Digitalisasi Usahawan Bangi (26/8/23)

Bijak Tech (Tech Content Creator)   **Dec 2018 - Dec 2021**

Blog Writer, YouTuber and Tiktoker

Following my SPM examination, I launched a tech blog and subsequently expanded into YouTube and TikTok. This experience fostered my skills in creating SEO-optimized blog posts and engaging tech video content. I developed a strong understanding of how to produce high-quality content and videos.

Accomplishments:
- Blog: More than 600,000 total page views.
- YouTube: More than 1.3M total video views and gained 12,500 subscribers.
- TikTok: More than 120,000 total video likes and gained 20,000 followers.
- Graphic editing & video editing.

TECHNICAL SKILLS

- WordPress, WooCommerce - Advanced
- HTML, CSS, PHP, JS, Python - Advanced
- UI/UX, Figma - Intermediate
- Ubersuggest SEO - Advanced
- Microsoft Office - Advanced
- Filmora, Capcut - Advanced
- Photoshop, Illustrator - Advanced
- OBS, Audacity - Advanced
- Facebook Ads - Intermediate
- WhatsApp Automation - Intermediate

REFERENCES

Mr. Noor Ariffshah
Manager of The Rich Web
011 - 6445 ****

Mrs. Nadia
Manager of Web4tion
011 - 2424 ****

Dr. Marini Nurbanum
Senior Business UM Lecturer
marini***@um.edu.my

Contacts available upon request

For more information, portfolio and eResume - visit www.annaimjamhari.com

PROFESSIONAL SKILLS

Website Development

- WordPress setup & installation
- Backup, recovery, migration & maintenance
- Proficient in HTML, CSS, JS, PHP
- Responsive web design using Elementor
- cPanel, DirectAdmin, CloudPanel, VPS
- Security & malware cleaning
- Web and performance optimization
- Simple custom plugin development
- Fix bugs, errors, crashes
- Intermediate in Figma UI/UX Design

Digital Marketing

Paid Marketing (Facebook)

- Meta Ads Manager & Pixel setup
- Copywriting creation & optimization
- Campaign & Ads setup
- Data Analysis
- Split Testing & Optimization

SEO Marketing

- Keyword research using UberSuggest/SEMRush
- On-Page SEO optimization
- Tehnical SEO optimization
- SEO content development and creation
- Google Search Analytics & Search Console

WhatsApp Automation

- WhatsApp Chatbot with ChatGPT
- Auto-save leads to Google Sheet
- Broadcast/Blast to database
- WhatsApp marketing

Multimedia

Graphic Designing

- Expert in Canva
- Advanced in Photoshop
- Poster creation
- Design fundamentals
- Product photography

Video Editing

- Expert in Filmora & CapCut
- Video editing
- Viral video creation
- YouTube & Tiktok creator

Video Production

- Ideas brainstorming
- Story and script writing
- Video shooting
- OBS & live streaming

Corporate Training/Presentation

AGDM (Graphic for Business)

Main Speaker - 20 March 2023

I hosted an online paid webinar titled "Advanced Graphic Design Masterclass."

Digitalisasi Usahawan Melaka

Main Speaker - 22 July 2023

I trained new business owners on business digitalization,, focusing on eCommerce, landing page creation.

Digitalisasi Usahawan Bangi

Main Speaker - 26 August 23

I trained new business owners on business digitalization,, focusing on eCommerce, landing page creation.

Others

- Leadership
- Presentation
- Communication
- Problem-Solving
- Creativity
- Critical thinking
- Online Webinar
- Training & development
- Market & product research
- Market & product validation
- Marketing & Funneling Strategy
- Financial Skills
- Email marketing
- ChatGPT 4.0 Mastery
- Adaptability
- Decision-Making
- Networking
- Data Analysis
- Project management
- WhatsApp marketing
- Funneling

For more information, portfolio and eResume - visit www.annaimjamhari.com

MINI PROJECTS

Visit https://www.annaimjamhari.com/portfolio

Shopee Store - JyroGadget (Digital Product)

I learned to manage a Shopee Store by selling digital products, where I achieved more than 200 orders and received 93 reviews. This experience provided me with valuable insights:

- Shopee store setup
- Logo, Cover Photo and Product Images
- SEO Keywords
- Pricing strategy
- Add products
- Manage orders

Digital Marketing Tool (Custom WordPress Plugin)

For an assignment, I developed a tool that helped digital marketers plan marketing campaigns effectively using AI. This tool provided various marketing frameworks such as AIDA, PAS, and BAB, utilizing the ChatGPT 3.5 Turbo API.

- Custom WordPress plugin development
- ChatGPT 3.5 turbo API
- HTML
- CSS

ChatGPT Plugin

In a past project, I utilized ChatGPT Plus and relied on ChatGPT 4.0 to write SEO articles. Recognizing that manual prompting can be time-consuming, I developed a ChatGPT plugin within an hour, which I named Penulis SEO. This plugin was designed to assist SEO writers by simplifying their workflow. Features included:

- Write SEO articles based on RankMath requirements
- Reliable Bahasa Malaysia articles without mixing the Bahasa Indonesia vocabulary
- Generate effective SEO titles

Python Mini Programs

In a previous project, I coded mini programs in Python to automate simple tasks within my business, which significantly saved time compared to manual execution.

- Bulk Add Text to Image
- Common Codes Identifier
- File Names/Lists Export
- Python to ChatGPT API

UI/UX Design (Figma)

For my assignment, I have designed an app using Figma for healthcare application and also study application. I gained experience in:

- Figma setup
- Figma Community
- UI/UX Requirements
- Export and Mockups

UM Directory

For my assignment, I made a simple directory for University Malaya since most of the students are confused with the building names different with Google Maps or Waze.

- HTML
- CSS

Microsoft Edge Custom Extension

Built a simple Microsoft Edge extension for StudySmart.ai, because reading a lot in light theme is exhausting for my eyes. Simply override the CSS of original code for own dark theme.

- Microsoft Edge Extension
- HTML
- CSS