

Azmi Shahrin Bin Abdul Rahim



HP: 012-9198557 Email: azmishahrin@gmail.com

Online Profile: proskillstrainers.com/trainers.html

Experience	
	<p>Current</p> <ul style="list-style-type: none">◆ Corporate Trainer specializing in Communication and Public Speaking Skills◆ Master of Ceremony for Corporate functions, product launches and company annual dinners.◆ Personal Trainer & Coach for English Phonetics and Pronunciation Skills◆ Speech Writer for VIP and dignitaries◆ Professional presenter for Qsuite.com, BBW Gold Consortium Bhd, Luxor Marketing S/B, Multi-Level Marketing (MLM) companies.◆ Communication Skills Trainer for Royal Malaysian Navy and Kementerian Pelajaran Malaysia◆ Written and Oral Translator for Bahasa Melayu and English◆ Lecturer - English for Adults and School Children◆ Research Assistant to Professor Dr. Rajah Rasiah, Professor of Technology and Innovation Policy, Faculty of Economics and Administration, University Malaya. <p>Recent Major Training Programs Conducted</p> <ul style="list-style-type: none">◆ August 2005 - Public Speaking Program for 120 RMN Officers in preparation for their submarine training in France.◆ Nov-Dec 2005 – 2 Public Speaking Programs for Secondary School Children (25 participants)◆ Nov-Dec 2005 – 2 Public Speaking Programs for Secondary School Children in Bahasa Melayu (20 participants)◆ December 2005 - Public Speaking Program for 54 Sekolah Berasrama Penuh (SBP) Principals◆ January 2006 - Public Speaking Program for 108 Sekolah Berasrama Penuh (SBP) School Captains and Deputy School Captains◆ February 2006 - Public Speaking Program for 54 Sekolah Berasrama Penuh (SBP) Senior Assistants (Academic)◆ March 2006 - Communication Program for Science & Maths teachers of SMS Hulu Selangor (21 participants)◆ April 2006 - Public Speaking Program for SBP English In Camp program (216 participants)◆ May 2006 – Public Speaking Program for 34 prefects of Sekolah Menengah Sains Tuanku Jaafar, Negeri Sembilan◆ July 2006 – Public Speaking Program for Royal Malaysian Air Force Commando Unit PASKAU (20 Participants)◆ July 2006 – Public Speaking Course for the Teaching Staff of Sekolah Datuk Abdul Razak (SDAR), Negeri Sembilan (65 Teachers)◆ August 2006 – Communication Program (Kursus Bahasa Inggeris 'Better Spoken English' Bil. 4/2006) for 15 Ministry of Education officers◆ Aug-Dec 2006 – Public Speaking Program for Secondary School Children for Pusat Pembelajaran Presint 8, Putrajaya (15 participants).◆ September 2006 – Public Speaking Program for Royal Malaysian Air Force Commando Unit PASKAU (20 Participants)◆ September 2006 – High Impact Presentation Program for RMAF officers (20 Participants)◆ November 2006 – A Course in Public Speaking for English Lecturers in Politeknik Merlimau (20 Participants)

- ◆ November 2006 – A Course in Public Speaking for students in Politeknik Merlimau (20 Participants)
- ◆ November 2006 – Public Speaking Program for students (21 Participants)
- ◆ December 2006 – Public Speaking Program for students for Eduvision Training Center (10 Participants)
- ◆ December 2006 – Public Speaking Program for students for Rukun Tetangga Kawasan SS23 (13 Participants)
- ◆ March 2007 - Public Speaking Program for students and volunteers from Shelter Home, PJ (18 Participants)
- ◆ March 2007 - Public Speaking Program for students for Dynamic Speakers Training Centre, Subang Jaya (18 Participants)
- ◆ March 2007 – Effective Presentations Course (Kursus Penyampaian Efektif) for Operators In Charge (OIC) of NXP Semiconductors Malaysia Sdn Bhd, Seremban (25 Participants)
- ◆ April 2007 – Keynote Address during the Launch of English Week at Kolej Islam Sultan Alam Shah (KISAS)
- ◆ April 2007 – Public Speaking Program for Adults for Dynamic Speakers Training Centre, Subang Jaya (18 Participants)
- ◆ May 2007 – Public Speaking Program for students for Pusat Tuisyen Restu Jaya (16 participants)
- ◆ May 2007 – Presentation Skills Course for Sedaya University College (100 participants)
- ◆ June 2007 – Presentation Skills Course for University of Malaya graduates (500 participants)
- ◆ June 2007 – Public Speaking Program for students for Global Language and Tuition Centre, Melaka (16 participants)
- ◆ June 2007 – Dare To Speak™ Public Speaking Program for Dynamic Speakers Training Centre, Petaling Jaya (6 Participants)

Translation Work

- ◆ May 2006 - The Miracle of Enzyme Catalysts by Dr Shingoro (Japanese to English)
- ◆ July 2006 - Arab-Malaysian Investment Group (AIG) Bhd Company Annual Report 2006 (English to BM)
- ◆ July 2006 - Arab-Malaysian Holdings Bhd Company Annual Report 2006 (English to BM)
- ◆ Nov 2006 – Magazine for Elken members (English to BM)

Academic Papers Presented

- ◆ 14 June 2006 – “Development of Palm Oil and Related Products in Malaysia and Indonesia” (co-author Professor Dr. Rajah Rasiah) in International Conference on Learning, Innovation And Competitiveness: Achieving Social Welfare In Southeast Asian Manufacturing, University Malaya.

2000 – 2007

Home Tutor (Part Time)

- ◆ Provided home tuition
 - SPM - English, English 1119, Asas Ekonomi, Prinsip Akaun, Perdagangan
 - PMR – English, BM, Maths and Science

2002 – 2003

Maxis Communications Bhd

Assistant Brand Manager, Prepaid Marketing (Hotlink)

Responsibilities

- ◆ Manage Project Assessments and Evaluations
- ◆ Manage Brand Development activities

- ◆ Manage Marketing Communications and Programmes
- ◆ Manage and Provide Business Intelligence on Competitor and Industry activity
- ◆ Manage Market Research and Brand Tracking programmes

Accomplishments

- ◆ Managed the planning and execution of the introduction of Hotlink International Roaming service. Marketing communication for this service includes Press advertisements, leaflet, mini website, press release, SMS broadcast and Customer Service FAQs. This service has earned revenue of >RM1 million within first month of service despite being a service which was difficult to use and understand. Among other marketing programmes managed were a mix of acquisition, usage and retention programmes as follows:
 - Merdeka 2002 Extended Special Rate hours
 - 2002/2003 Festive Top Up Tickets
 - New Year Top Up Incentive
 - Anniversary Special Offer
 - Special Top Up incentive for inactive subscribers
 - Introduction of Activ5
 - Lord of The Rings movie sponsorship
- ◆ Managed the planning and execution of a subscriber loyalty programme using a Taiwan Artiste's Showcase Tour. This programme involves the coordination of logistics for 7 autograph sessions and 3 showcase sessions in locations throughout Peninsular Malaysia, and a website SMS contest. The mechanism of the programme was for Hotlink subscribers to download mobile coupons to redeem free tickets for the showcase. Total attendance of the showcases was > 9,000 very happy and smiling Hotlink subscribers. The marketing communication components of this programme were Press Conference, Press and Radio advertisements, posters, mini website and customer FAQs.
- ◆ Managed a market research and presented the findings and recommendations to the Senior Leadership Team on Hotlink marketing strategies for the East Malaysian mobile market.
- ◆ Managed Hotlink database mining to prepare target lists of subscribers based on demographic criteria for SMS broadcast of promotions and events.
- ◆ Managed the preparation of the revenue impact assessments of Hotlink marketing programmes for the Senior Leadership Team's evaluation and decision.
- ◆ Developed the pricing principle, which was the basis of the Hotlink International Roaming call charges.
- ◆ Developed and documented the process for monitoring revenue leakage from International Roaming.
- ◆ Assisted the revamp of the Hotlink website. The revamp was with the objective of making the website relevant with compelling content for Hotlink subscribers. Number of website hits increased to >1 million hits per month after the revamp.

Nov 2001 – Oct 2001

ICH Comm Sdn Bhd

Marketing Support Manager

- ◆ Managed and Provided Business Intelligence on Competitor and Industry Activity, on the telecommunication sector.
- ◆ Managed the Preparation and Submission of Tender Documents
- ◆ Managed Marketing Support in Corporate Branding, Corporate and Product Brochures.
- ◆ Managed Media Relations
- ◆ Managed Contacts with Venture Capitalists

	<p>2002 Standard English Language Center English Lecturer</p> <ul style="list-style-type: none"> ◆ Prepared and delivered lectures in Written and Spoken English to students and adults ◆ Motivated and encouraged students to overcome their inhibitions to speak English ◆ Conducted classroom activities to increase student participation. <p>2001 ICH Comm Sdn Bhd Marketing Support Manager</p> <ul style="list-style-type: none"> ◆ Managed and Provided Business Intelligence on Competitor and Industry Activity, on the telecommunication sector. ◆ Managed the Preparation and Submission of Tender Documents ◆ Managed Marketing Support in Corporate Branding, Corporate and Product Brochures. ◆ Managed Media Relations ◆ Managed Contacts with Venture Capitalists <p>1998 - 2000 Sumber Handal Sdn Bhd General Manager Managed a startup business in General Trading, General Insurance and Supply of Foreign Labour</p> <ul style="list-style-type: none"> ◆ Developed and established business relationships with suppliers of petroleum products and equipments. ◆ Developed and established business relationships with Insurance principals and brokers. ◆ Developed and established business relationships agents and brokers of foreign labour. ◆ Developed and established customers for our petroleum products, equipment, insurance and foreign labour. <p>1997 Shell Gas Dept Shell Malaysia Trading S/B Business Development Executive</p> <ul style="list-style-type: none"> ◆ Led a team of programmers to develop and install Shell Gas Dealer Management System. ◆ Managed a successful Shell Gas dealer recruitment campaign to recruit 15 new Shell Gas dealers. ◆ Developed and implemented a sales volume incentive scheme which increased sales volume by 12% over the same period. ◆ Prepared a competitive positioning study and analysis of the industry. ◆ Compiled a periodic market intelligence report on prospective new customers. ◆ Develop plan and strategy to increase sales volume by enhancing the Shell - Dealer alliance. <p>1992-1997 Shell Commercial Dept Shell Malaysia Trading S/B Commercial Sales Executive</p> <ul style="list-style-type: none"> ◆ Increased commercial sales from RM1.5m to RM5m over the period. ◆ Managed a local promotion campaign to attract new customers and maintain existing customers' loyalty. ◆ Planned and developed bunkering business in Johor to bring additional RM1m sales per annum. ◆ Received letters of commendation from customer and Shell Marketing Director for excellent customer service
Education	<p>Current Universiti Malaya</p> <ul style="list-style-type: none"> ◆ Masters in Economics (Distinction)

	<p>1989-1992 University Of Kent at Canterbury United Kingdom</p> <ul style="list-style-type: none"> ◆ B.A., Accounting, Economics and Computer Science ◆ Graduated with 2nd Class Honours (Upper Division) ◆ Project on Computer Assisted Learning Program for Accounting students was the best final year computer project. <p>1988 School of Marketing, Ipoh Malaysia</p> <ul style="list-style-type: none"> ◆ 3 GCE A level passes for Accounting, Economics and English Law with distinction for Accounting. <p>1983-1987 Malay College, Kuala Kangsar Malaysia</p> <ul style="list-style-type: none"> ◆ 8 GCE O level distinctions.
<p>Clubs / Societies</p>	<ul style="list-style-type: none"> ◆ Kelab Pidato Perdana <ul style="list-style-type: none"> ○ Presiden (2004/2005) ○ Naib Presiden Pendidikan (2003/2004) ○ Naib Presiden Perhubungan Awam (2006/2007) ○ Johan Penilaian Ucapan (2005, 2006) ○ Johan Ucapan Berjenaka (2004) ◆ Extol Toastmasters Club <ul style="list-style-type: none"> ○ President (2005/2006) ○ Assistant Division C Governor for Marketing (2006/2007) ○ Assistant Division C Governor for Education (2005/2006) ○ Vice President of Education (2004/2005) ○ Area C7 Governor (2003/2004) ○ Assistant Area Governor for Marketing (2001/2002) ○ Vice-President for Membership (2001/2002) ○ Vice-President for Public Relations (2000/2001) ○ Competent Toastmaster Award (2000, 2005) ○ Competent Leader Award (2001, 2005) ○ Advanced Toastmaster Award (2001, 2002, 2005) ○ Distinguished Toastmaster Award (2006) ○ Represented club to the Area Level International Speech Contest (2000, 2001, 2003, 2005, 2006), Humorous Speech Contest (2000, 2003, 2005), Speech Evaluation Contest (2001, 2004) and Table Topics Speech Contest (2000) ○ Represented Area to the Division Level International Speech Contest (2003, 2005, 2006) and Speech Evaluation Contest (2005, 2006) ○ Division C Toastmaster of the Year (2004/2005) ◆ The 1st Malaysian Gavel Club <ul style="list-style-type: none"> ○ Counselor (2005-2007) ◆ Pergerakan Pemuda UMNO <ul style="list-style-type: none"> ○ Ketua Pemuda Cawangan USJ 14 ○ Setiausaha Pemuda Zon USJ ○ AJK Biro Belia & Sukan Bahagian Kelana Jaya ◆ Gerakan Belia 4B Malaysia <ul style="list-style-type: none"> ○ AJK Kawasan Kelana Jaya

	<ul style="list-style-type: none"> ◆ UM Faculty of Economic and Administration Postgraduate Club President (2006/2007) ◆ Malaysian MENSA member since 1989 ◆ VW Club member.
Other Speaking Experience	<ul style="list-style-type: none"> ◆ Guest Speaker at the BBW GOLD CONSORTIUM BHD, Management Know-How 2020 event on 3/6/2000. Delivered a speech on E-Commerce to an audience of 3000. ◆ Speaker at the Toastmasters Awareness Month public event. Delivered keynote speech “Hala Tujuan Bahasa Melayu Tahun 2020”