
SAITISSYHA KUNASEKARAN

Student

CONTACT

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LANGUAGE

ENGLISH	ADVANCE
MALAY	INTERMEDIATE
TAMIL	NATIVE

PROFILE

A goal driven 2nd year university student with 1+ year experiences in customer service, sales, partnership development, marketing and creating innovative ideas to drive sales and engagement, who demonstrates strong leadership skills, working ethic and creative ability.

EDUCATION

BSC(Hons) Biotechnology – AIMST University (2020-2023)

Year 1 CGPA 3.85

Foundation in Science – INTI College Penang (2019)

Graduated with a CGPA of 3.48

Dean's list for Semester 2 with a GPA of 3.67

Secondary School – SMK Convent Green Lane (2013-2017)

EXPERIENCE

Sunsilk Marketing Intern - Unilever (March 21' – May 21')

- Analyzing Sunsilk's and its competitors market shares
- Assisting the Assistant Brand Manager on setting up a virtual workshop and working on logistics (Project Sparkle 2.0)
- Analyzing all Sunsilk products on Shopee, Lazada, Watsons, and Guardian on the E-commerce Hero Images and descriptions.
- Analyzing and study competitors pages to see their advantages
- Proposing ideas and assisting KOL Live with Watsons and Guardian for Sunsilk's Stardust for more engagement
- Creating brief visuals for the Point On Sales Materials (POSM) for both modern & distributor trades and social media postings while briefing the creative agency
- Creating SRF for Unilever's warehouse
- PIC for an online contest collaborated with Watsons

SKILLS

- Microsoft Word, Excel, Powerpoint
- Customer Service
- Marketing
- Sales
- Leadership
- Problem Solving
- Time Management
- Teamwork
- Verbal & Written communication
- Analysis
- Market Research

EXPERIENCE

Manager of University & International Relations in Outgoing Global Talent - AIESEC in Kedah-Perlis (Jan 21' – Present)

AIESEC is a global platform for young people to explore and develop their leadership potential. Contact leads for an international internship.

- Successfully built a partnership with AIMST University
- Successfully built International partnerships with Local Committees from Sri Lanka, India, Hong Kong and Egypt.
- Campaign/ Activity planning to engage with University and International Relations
- Sales pitching to leads
- Consistent monthly meeting with International relations.
- Conduct market research and analyse university backgrounds

Emcee

– AIMST University (Jan 21')

Emcee for a webinar session on “Connecting Culture, Food & The Environment for Global Sustainability” by Prof Dr Shonil Bhagwat organized by AIMST BIOTECHNOLOGY STUDENT’S ASSOCIATION.

<https://www.youtube.com/watch?v=WKdNdVPthv8>

Organising Committee for Northern Youth Leadership Conference (NYLC)

- AIESEC in Kedah-Perlis (Feb 21' – March 21')

NYLC aims to engage, empower and encourage the youths who are the future leaders. Throughout NYLC, we want to equip youths with leadership skills and at the same time we expose high school students concerning world issues and to enhance their leadership and management skills.

- Campaign Planning & Organising with approximately 35 students
- Organised two Workshops (Education Sponsorship & Resume Enhancement, S.M.A.R.T GOALS 101)
- Moderate webinars and workshops

Organising Committee for Phoenix Campaign

- AIESEC in Malaysia (Dec 20' – Jan 21')

- Organised 2 events with team (CV vs Resume & Get Hired: A Gathering of the Global Talent Globetrotters)
- Contact AIESEC’s International Relation Partners (Hong Kong, Sri Lanka) as speakers for this event
- Poster and content creation for promotion
- Technical support during event (handle zoom platform and Facebook Live)

Member of Outgoing Global Volunteer (Penetrating Market)

- AIESEC in Kedah-Perlis (Oct 20' – Jan 21')

- Content creation and poster designing to attract students and educate them about volunteering
- Market expansion to Universities, Colleges and schools in Kedah.

EXPERIENCE

Sales associate in Switch

- CG Computer SDN BHD (Dec 19' – March 20')

I was a Sales Associate in an Apple retail company. Learnt product knowledge for ALL Apple products and applied during sales pitching to customers. Suggest products to customers based on their needs and budget. I also consistently hit above the monthly sales target of RM300k.

- Promote their Apple products or services through excellent customer service.
- We welcome customers, guide them through the product of their choice or best suited for them and answer product knowledge questions.
- Consistently hit above the sales target given by the company
- Proactively participated in meetings
- Provide services like iCloud recovery, Software Update, Restoring, Back Up, and System issues for ALL Apple Products

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Fashion Model

- Freelance (March 18' – Present)

- Miss Face of Beauty Malaysia 2018
- Represent Brands for runway shows and photoshoots

Achievements/Certificates

1. Star Tale Spin, (National) (2014)

– I took part in comic designing contest for Star Newspaper

2. Piano

– Passed till Grade 5 Piano with Merit

3. Girl Guides SXI Campfire & Gathering, Champion (National) (2017)

4. Athletics

– School Sports day (2 Silvers, 1 Gold) = 2016

-MSSPP Olahraga (District) (1 Gold)= 2016, Running event

- School Sports day (2 Gold, 1 Bronze) = 2017

- Kejuaraan Balapan Dan Padang MSSPP (National team)(Silver).
= 2017, Running event

5. Squash

-Msspp participation (District) = 2013-2017

-PBA Penang Malaysian Junior Open (International) = 2014-2017

- KL Junior Open Squash Championship (National) = 2014-2016

- SUKIM (National) = 2016

- CIMB 8TH National Junior Circuit 2017 1st Leg (National)

-CIMB 8th National Junior Circuit 2017 Grand Finale (National) = 2017

6. Pageant

-Miss Face of Beauty Malaysia 2018

-Top 10 Face of Beauty International

7. Modelling

-Vogue for Virtue Best Model 2018 = runway

-Penang Fashion Week 2019 = runway

-Council ASEAN Fashion Designer Fashion Week = runway

-La Berry Bridal Show = runway

- Vogue for Virtue 2019 Guest Model = runway

- FIZIWOO Fashion Show = runway

- Kamdar Deepavali Fashion Show = runway

- Kamdar product shoot = Billboard

- KK Signature Beauty Product Shoot

- Peninsular College Videoshoot

8. Winner for Kelas Inspirasi Sunsilk Business Challenge

- Won a Sunsilk Internship in Unilever
