

Siti Mariam Abd Samad

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WORK EXPERIENCE

Ctymary Resources Sdn Bhd - Chief Executive Officer

Selangor, Malaysia

02/2017 - Current

- Founded and led a startup company in the Hair Care industry, resulting in a 1% increase in market share and a 80% growth in revenue through effective strategic planning, market analysis, and innovative product development.
- Developed strategic business plans resulting in a 31.5% increase in revenue and a 30% decrease in operational costs, effectively driving company growth and profitability.
- Attained 20+ awards and recognitions through the strategic implementation of brand marketing campaigns on Facebook, Instagram, TikTok, and Out-of-Home (OOH) channels, resulting in a notable 55% increase in brand visibility, engagement, and market impact.
- Achieved media recognition with success story being covered on television, in newspapers, and featured in magazines, including being the cover story of a prominent magazine, resulting in a 45% increase in public awareness and 60% growth in my personal brand's visibility.
- Orchestrated training and development programs for distributors that resulted in them exceeding retention targets by 40%, ultimately driving their long-term success and contributing to the company's growth objectives.
- Mentored and guided 7 distributors to achieve their first million in sales, while actively providing support and leadership to a network of 70,000+ distributors, contributing to their professional growth and business success.

KPJ Damansara Hospital - Staff Nurse

Selangor, Malaysia

07/2016 - 04/2017

- Observed changes in ventilation, renal and cardiac condition to request for immediate medical treatment from critical care physician.
- Administered treatment and monitored doses, allergic reactions and adverse effects, promptly providing medical attention.
- Interpreted cardiac rhythm strips, cleaned and treated wounds and administered IV for patients to support critical care.
- Responded to emergency situations by performing CPR or using defibrillator.

Gleaneagles Hospital Kuala Lumpur - Staff Nurse

Kuala Lumpur, Malaysia

05/2014 - 09/2015

- Actively promoted best nursing practices, leading by example in providing accurate, prompt patient provisions.
- Provided outstanding care on specialist wards, demonstrating initiative to ease patient anxiety and collaborate with multidisciplinary team members.
- Worked with meticulous accuracy in administering patient medication according to correct, appropriate doses.
- Responded to emergency situations by performing CPR or using defibrillator.
- Interpreted cardiac rhythm strips, cleaned and treated wounds and administered IV for patients to support critical care.

EDUCATION

2013

SEGI College Kuala Lumpur

Kuala Lumpur, Malaysia

Diploma In Nursing: Nursing

GPA : 2.83

SKILLS & INTERESTS

- Skills : Risk management, Operations management, Leadership, Market access and expansion, Strategic decision-making, Financial administration
- Languages : Malay & English
- Interests : Reading books, Personal Investing, Asian Fusion Cuisine