



# AIDA MD ARIFF

## CONTACT

Kuala Lumpur

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## EDUCATION

July 2006

Common European Framework of  
Reference : CEFR (English Language  
- Intermediate Level)

**The British Council**, Kuala Lumpur

December 1996

Certificate in Hospitality Tourism :  
School of Hospitality Tourism

**Institut Teknologi MARA**, Dungun,  
Terengganu

## PROFESSIONAL SUMMARY

**Strategic Operations & Risk Management** – Expertise in assessing credit risk, ensuring regulatory compliance, managing facility operations, and developing impactful branding and training strategies to drive organizational efficiency and growth.

## WORK HISTORY

December 2021 - Current

**Assistant Manager , *SGL Vacation Club Berhad***, Kuala Lumpur

- Develop and implement credit policies to improve cash flow and reduce delinquency rates.
- Supervised day-to-day operations to meet performance, quality and service expectations.
- Developed strong working relationships with staff, fostering a positive work environment.
- Collaborate with sales and finance teams to structure credit terms that align with business objectives.
- Monitor accounts receivable and ensure timely collections while maintaining positive client relationships.
- Conduct financial statement analysis and industry benchmarking to make informed credit decisions.

NOTE: Due to the company's right-sizing efforts, I have been entrusted with two additional responsibilities: Corporate Administration and Marketing Communications. Additionally, I am responsible for handling any ad-hoc matters related to liaising with Government Officers on issues concerning the Hospitality Division.

February 2012 - November 2021

**Area Manager of Operations, *Anzal Property Management Sdn Bhd***, Selangor

- Oversee the management and operations of multiple buildings, ensuring high standards of maintenance and safety.
- Develop and implement policies for efficient facility operations and regulatory compliance.
- Manage budgets, monitor expenses, and identify cost-saving opportunities without compromising service quality.

- Coordinate with vendors, contractors, and service providers for maintenance and improvement projects.
- Lead and mentor on-site managers and staff, ensuring productivity and adherence to company policies.
- Address tenant concerns and enhance client relationships to improve occupancy rates and customer satisfaction.
- Conduct regular inspections and audits to maintain building efficiency and compliance with industry standards.
- Facilitated communication between departments, resolving conflicts, and streamlining processes for better collaboration.
- Increased overall efficiency by identifying areas for improvement and implementing best practices.
- Conduct yearly Annual General Meeting in accordance to the "Akta Pengurusan Strata 757"

September 2004 - July 2011

**Trainer - Performance Development Unit, SGI Vacation Club Berhad** , Kuala Lumpur, Malaysia

- Mentored new hires, resulting in stronger staff development and increased productivity.
- Provided one-on-one mentoring to help individuals reach their full potential within the organization.
- Coached employees on best practices, providing constructive feedback to support their professional growth.
- Evaluated the effectiveness of training initiatives by tracking participant progress and gathering feedback for continuous improvement.

## INTEREST - READING

A gateway to knowledge, creativity, and personal growth. It enhances critical thinking, expands perspectives, and nurtures continuous learning, making it both a relaxing and empowering hobby.

### REFERENCES:-

#### 1) Mr. Ivan Ting

Chief Executive Officer @ SGI Vacation Club Berhad

#### 2) Miss Linda Evelyn Wong

Senior Director of Sales & Marketing @ Swiss-Garden Beach Kuantan

#### 3) Miss Carol Phua

Director of Sales & Marketing @ Swiss-Garden Residences Genting Highlands

*\*Contact number(s) is/are made available upon request*