



Khursiah Binti Ahmad Zainudin

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I am a professional in sales and marketing with more than eighteen years of working experience in the property/real estate industry in management, planning strategies, organization, marketing, and sales.

EDUCATION AND DEGREES AWARDED

- Master in Science (Management), 2012, University of Utara Malaysia (UUM), Sintok, 06010 Bukit Kayu Hitam, Kedah
- Bachelor of Business Administration (Hons) in Marketing, 2009, University of Technology Mara (UiTM)
- Diploma in Accountancy, 2003, University of Technology Mara (UiTM)

OTHER EDUCATION AND TRAINING, QUALIFICATIONS AND SKILLS

- Akademi Kepimpinan Wanita, Wanita Berdaya Selangor
- Train The Trainer, Niosh
- Quality Management System ISO 9001:2015
- Personal Transformation Program, ESQ Leadership Training
- Front Liners At Your Service
- Grammar & Writing Skills At Work

CURRENT POSITION

Jun 2025 - Present:

As Lecture

Universiti Poly-Tech Malaysia

Mar 2020 - Present:

Freelance Qualified Trainer, HRDCorp

Oct 2010 - May 2025:

As Senior Marketing Executive/ Acting Marketing & Credit Control Manager at Perbadanan Perwira Harta Malaysia

- To plan, implement, and manage marketing strategies and activities, including road shows, joint ventures, brand partnering, media advertising, etc.
- To identify new markets through streamlined marketing research, competition analysis, and prevailing marketing conditions.
- To manage and develop the marketing team to grow in line with the company's goals and objectives.
- To organize, monitor, and control all promotional campaigns and the launching of development projects, including but not limited to liaison with advertising agencies/media, scheduling of marketing calendar, site/showroom preparation, and other related matters such as coordinating A&P permit and Developer.
- To develop formulas and implement appropriate marketing policies for development.
- To develop an aggressive sales plan, marketing strategies & pricing proposal
- To prepare reports such as monthly sales reports, activities report, work progress reports, and relevant reports that are required by management

COMPUTER KNOWLEDGE:

- Microsoft Office Word, Excel, PowerPoint (Intermediate)
- iReal Estate Developer System

LANGUAGE SKILLS:

- Malay & English (Written & Spoken)

SUBJECT INTERESTS:

- Marketing
- Management
- Business Administration
- Real Estate/ Property
- Customer Relationship Management

THE COMPANY I HAVE CONDUCTED TRAINING

- Pusat Kemahiran Perindustrian dan Keusahawanan Melaka
- Nippon Paint Malaysia
- Persada Etika
- J&T Express Malaysia
- TNB

PREVIOUS WORK EXPERIENCE

Feb 2013 - July 2013:

Part Time Lecture, Vkom Edu Resources (Vkom), Asia e University, Seremban, Negeri Sembilan.

Jan 2011 – Dec 2012:

Tutor, Home & Tuition, Bandar Seri Putra, Kajang, Selangor

Jun 2008 - July 2010:

Branch Manager at JMJP CONSULT SDN BHD

Sept 2006 - May 2008:

As Account Executive at Complete Oilfield Stimulation Serv. Sdn Bhd

Jun 2004 - Sept 2006 :

Pembangunan Profesional (Academic) As Clerk at Pusat Pendidikan Berterusan Universiti Malaya

Dec 2002 Mei 2004:

Sale & Operation as Management Trainee at Foliage Landscape Services Sdn.Bhd

TRAINING SUBJECTS

- Asas Keusahawanan
- Leading Change in the Age of Digital Transformation.
- Teknik Komunikasi yang Berkesan
- Handling Difficult Customer and Customer Complaints.
- Selling Skills That Every Salesperson Should Master Marketing Strategy Closing Deals.
- Digital Marketing
- Effective Communication Skills
- Customer Relationship Management Customer

REFERENCES:

- YBhg. Dato' Mohd Kamal Bin Shukor, Assistance General Manager, Perbadanan Perwira Harta Malaysia, H/P: +6018 950 2117
- Dr. Ahzilah Wahid, Senior Lecturer, Student Development and Campus Lifestyle, University Kuala Lumpur, UniKL, H/P: +6012 279 4655