

MOHAMMAD RASHID BIN ABDULLAH

Kuala Lumpur, Malaysia | +60 11-1530 1464 | rasyidbejay@gmail.com | [LinkedIn](#) | [Portfolio](#)

Proactive Business Administration graduate with a Minor in Information Systems and strong hands-on experience in business analysis, data analytics, and project coordination. Skilled in SQL, Power BI, Tableau, and Excel, with a proven record of delivering actionable insights and improving operational efficiency. Adept at translating data into business strategies across diverse industries including e-commerce, business intelligence, and digital marketing.

EXPERIENCE

Junior Data Analyst | MA Insights

Remote (Doha, Qatar) | Jul 2024 – Feb 2025

- Analyzed business data to uncover trends and generate actionable insights, supporting strategic decision-making.
- Built interactive Power BI and Tableau dashboards to visualize KPIs across marketing, sales, and finance teams.
- Managed data cleaning and transformation processes using SQL and Excel, improving reporting accuracy by 20%.
- Coordinated technical and administrative tasks, ensuring smooth project delivery within startup operations.

Search Engine Optimization (SEO) Specialist | Suave Designs

Kuala Lumpur, Malaysia | Feb 2024 – Apr 2024

- Conducted in-depth keyword research and developed SEO strategies, leading to a 30% increase in organic traffic.
- Optimized website content, resulting in a 20% bounce rate reduction and a 15% improvement in client conversion rates.
- Monitored and analyzed performance via Google Analytics and Search Console for continuous improvement.

Web Developer | Freelance

Kuala Lumpur, Malaysia | Jan 2023 – Present

- Designed and maintained responsive websites, optimizing page speed, SEO rankings, and user experience.

- Collaborated with cross-functional teams to deliver high-quality web solutions tailored to business needs.

Media Manager | Bouffelicious

Malaysia | Oct 2024 – Dec 2024

- Created engaging Instagram layouts and multimedia content, boosting brand visibility and user engagement.
- Aligned visual content strategies with brand objectives to enhance marketing effectiveness.

Virtual Assistant | Freelance

2021 – Present

- Provided administrative support, social media management, and project coordination services with a 95% client retention rate.
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EDUCATION

Bachelor of Business Administration (Honours), Minor in Information Systems

International Islamic University Malaysia (IIUM) | Gombak, Malaysia

2020 – 2025

- Dean's List Award Recipient
 - Relevant Coursework: Strategic Management, Marketing Principles and Analytics, Organizational Behaviour, Business Intelligence and Reporting, Financial Management, Project Management, Leadership and Entrepreneurship
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SKILLS

Technical Skills:

- Analytics & Visualization: Power BI, Tableau, Microsoft Excel (Advanced), Google Analytics
- Database & Programming: SQL, Java, JavaScript
- SEO & Digital Marketing: SEMrush, Ahrefs, Google Search Console, Yoast SEO
- Design & Development: Adobe Photoshop, Illustrator, Premiere Pro, Figma, WordPress
- Tools: Microsoft Office Suite, Google Workspace

Soft Skills:

- Data Analysis & Interpretation
 - Business Analysis
 - Dashboard Reporting & KPI Tracking
 - Project Coordination & Management
 - Leadership, Communication, and Critical Thinking
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CERTIFICATIONS

- Google Data Analytics Professional Certificate (Coursera)
 - Career Essentials in Business Analysis (Microsoft x LinkedIn)
 - Career Essentials in Data Analysis (Microsoft x LinkedIn)
 - Data Visualization using D3.js and Chart.js (FreeCodeCamp)
 - Learning Excel: Data Analysis (LinkedIn Learning)
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PROJECTS

Cyclistic Bike-Share Case Study

- End-to-end data cleaning, analysis, and visualization using SQL, Excel, and Tableau.
- Category: Data Analytics

Data Analytics & Infrastructure Development (MA Insights Project)

- Developed infrastructure systems and customized Power BI dashboards for Yayasan Tujuh Bulir Global.
- Category: Data Analytics

Marketing Analytics Report (University Project)

- Used SQL and Google Analytics to analyze marketing trends and boost audience engagement.
- Category: Data Analytics

SEO Optimization – Suave Designs

- Implemented SEO strategies that increase organic traffic by 30% and reduced bounce rate by 20%.
 - Category: SEO
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EXTRACURRICULAR ACTIVITIES

- Secretary, AL-AQSA FRIENDS' SOCIETY (2020–2022)
 - Committee Member, Mahallah Faruq BRC (2020/2021)
 - Participant, Global Youth & Peace Conference 2024
 - Silver Medalist, QLD LEP In-Class Activities 2024
 - Volunteer, Majlis Berbuka Puasa YAB Ketua Menteri Sabah
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LANGUAGES

- Malay (Native)
 - English (Fluent)
 - Arabic (Basic)
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REFERENCES

Available upon request.