

Norazly Basarian

Senior Marketing | Student Recruitment | Business Development | Stakeholder Engagement

Mobile: 011-5433 3382 Email: azly@nbasarian.com

PROFESSIONAL SUMMARY

Marketing, student recruitment and business development professional with extensive experience across **higher education, financial services and international trade promotion**.

Experienced in developing relationships with prospective students, clients, schools, community organisations, government agencies and business partners. Strong background in **marketing, student recruitment, educational counselling, business development, stakeholder engagement, presentations, networking and client relationship management**.

Known for building relationships, communicating complex information clearly, identifying opportunities and supporting business growth through structured follow-up, outreach and engagement activities.

Brings a combination of **commercial experience, public-facing communication skills and stakeholder management**, developed through more than a decade of experience across education, financial services and government-linked trade promotion.

CORE COMPETENCIES

Marketing & Campaign Support	Lead Generation & Prospecting
Student Recruitment & Enrolment	Educational Counselling
Business Development	Sales & Marketing
Strategic Partnership Development	Digital & Social Media Marketing
Stakeholder Engagement	Public Speaking & Presentations
Client Relationship Management	Negotiation & Persuasion
Networking & Relationship Building	Training & Mentoring
Event & Outreach Coordination	Data Analysis & Reporting

PROFESSIONAL EXPERIENCE

CITY UNIVERSITY MALAYSIA - Senior Marketing - 2024 – Present

Responsible for student recruitment and marketing activities for City University Malaysia, with a focus on expanding engagement with prospective students, parents, schools, community partners and other stakeholders.

- Manage prospective student enquiries and provide guidance throughout the **admission and enrolment journey**, from initial enquiry through registration.
- Conduct educational counselling to help students and parents understand **programme options, entry requirements, study pathways, career opportunities and available financial assistance**.
- Plan and support student recruitment initiatives including **school visits, education fairs, outreach programmes, presentations, events and digital marketing campaigns**.
- Develop and maintain relationships with **schools, teachers, community organisations and local stakeholders** to generate student leads and strengthen institutional visibility.
- Deliver presentations, counselling sessions and briefings to students, parents and community groups.
- Coordinate with internal teams to support marketing activities, manage follow-ups and improve the movement of prospective students through the recruitment process.
- Support social media and digital marketing initiatives to increase programme awareness and generate enquiries.
- Participate in community and outreach activities designed to strengthen the university's presence and engagement within the local market.
- Contribute to student recruitment strategies by identifying opportunities for outreach, relationship building and market engagement.

GREAT EASTERN TAKAFUL BERHAD - Takaful Advisor - 2013 – 2024

Built and managed long-term client relationships while developing new business through consultation, networking, referrals and relationship-based selling.

- Conducted one-to-one consultations to understand clients' financial needs, priorities and long-term goals.
- Developed new business through **networking, referrals, prospecting and relationship building**.
- Managed client relationships through regular communication, follow-ups and ongoing engagement.
- Delivered presentations and financial literacy sessions to individuals and groups. Explained financial planning and takaful concepts in a clear and practical manner.
- Managed the complete client engagement process from prospecting and needs assessment through presentation, follow-up and application.
- Maintained strong relationships with existing clients while identifying opportunities for continued engagement and business development.

MALAYSIA EXTERNAL TRADE DEVELOPMENT CORPORATION (MATRADE) - Assistant Manager - 2006 – 2012

Supported Malaysian companies in developing export opportunities and expanding into international markets through trade promotion, business matching and market development initiatives.

- Coordinated trade promotion activities including trade missions, exhibitions, business matching sessions and industry events.
- Assisted Malaysian companies in identifying potential overseas markets, commercial opportunities and suitable business partners.
- Developed and maintained relationships with government agencies, industry associations, private-sector organisations and business representatives.
- Supported business matching activities by connecting Malaysian companies with potential international buyers, distributors and business partners.
- Prepared market and programme performance reports to support decision-making and evaluate trade promotion activities.
- Assisted in developing market and business development strategies based on market trends, industry information and company requirements.
- Represented MATRADE at trade events and promotional activities.
- Communicated with companies, industry representatives and other stakeholders to support trade promotion and business development objectives.

EDUCATION

Multimedia University (MMU), Cyberjaya

Bachelor's Degree in Accounting

Universiti Teknologi MARA (UiTM)

Diploma in Accounting

PROFESSIONAL SKILLS

MARKETING & BUSINESS	COMMUNICATION & LEADERSHIP	DIGITAL & TECHNICAL
• Marketing Strategy Support • Student Recruitment • Business Development • Sales & Marketing • Lead Generation • Partnership Development • Brand Management • Customer & Client Relationship Management	• Public Speaking • Presentation & Briefing • Educational Counselling • Negotiation & Persuasion • Networking • Training & Mentoring • Stakeholder Engagement	• Social Media Marketing • Digital Marketing • Data Analysis & Reporting • Microsoft Office Suite • WordPress CMS • Adobe Creative Tools • macOS & Windows • Basic HTML, CSS & JavaScript • GitHub & Digital Content Management