



Nur Izyanie Raihan Binti Omar

E-mail § izyanie7@gmail.com

Phone § +6 013 759 9464

Address § No. 49, Jalan Palas 18/46, Seksyen 18, 40200 Shah Alam, Selangor, MALAYSIA

PROFILE SUMMARY

Previously I was a Research Associate in Malaysia's one and only satellite television station, Astro. I have high competitive technical and analytical experience, ranging from management, productions and research. I successfully delivered analytical reports on timely basis (daily, weekly, monthly and yearly) to help Astro channels produce and schedule contents at the most potential time slots. Also, I creatively utilized Arianna application to generate figures which will be summarized for senior management's review. My former role saw me act as a point of reference for stakeholders before making decisions or announcement in regards to company's performance. I am result driven but a diplomatic professional who is able to work effectively in a team or independently to meet and exceed business as well as customer needs.

Now I am a full time entrepreneur of a boutique which operates 100% online, while preparing myself to pursue a Ph.D. in the media field.

WORK EXPERIENCE

Measat Broadcast Network Systems Sdn.
Bhd. (Astro)

Jul 2010 — Aug 2014

Research Associate

Company Profile:

- A giant pay-TV service company, transmitting digital satellite television and radio to households in Malaysia & Brunei.

Responsibilities:

- **Malay segment viewership performance report:** Generate data, analyses and prepare report on program and channel performance for all channels under Malay Consumer Business. Highlight audience viewing trend for the week that could have caused the up/down in viewership especially for signature/key content/in house production or new launch. Reports prepared will be presented on a weekly basis to all stakeholders (managers and channel custodians).
- **Viewership performance of all segments:** Generate data, analyses and prepare report on program and channel performance for all channels under Malay/Chinese/Indian Consumer Business. Highlight audience viewing trend for the week that could have caused the up/down in viewership especially for signature/key content/in house production or new launch.
- **Signature Program Analysis:** Generate data and prepare viewership report on identified signature programs across Malay segment. Share report complete with executive summary for Supervisor review for dissemination in a timely manner.

- **Key Events Program Analysis:** Generate data and prepare viewership report on identified signature programs across Malay segment. Share report complete with executive summary for Supervisor review for dissemination in a timely manner.
- **Ad-hoc reports:** Generate data and prepare reports if necessary based on brief from the Requestor.
- **Content Planning:** Generate and analyses data and competitive landscape and propose time slot for new content fresh/repeat hours (request base).

Area Of Knowledge:

• Television Audience Measurement using Arianna application • Microsoft Excel • Microsoft Word • Microsoft Powerpoint • Adobe Photoshop • SPSS • Archibus-FM 14 • Lotus Symphony

Achievements:

1. The weekly reports prepared had helped channels identify their weak slots and competitors every week for further improvements.
2. The insights prepared (comprising of total universe comparison, time belt comparison, competitor comparison, audience profile study, share calculation and theoretical conclusion) in proposing time slot for telemovie Oh My English: USA managed to maximize the viewership as it was aired on the day with the highest viewers of the month. The show garnered a total of 672k viewership across three channels- TViQ, Prima and Maya HD.
3. Able to convince Astro Ria's vendor to sign agreement to air Lagi Riuh Macam Macam Aznil on Thursday, 9pm through analytical reports which sees the show delivered a total of 449k (SD & HD) during the first episode, higher than the target of 400k .
4. Managed to convince channel to air a show entitled, 'Sahabat' at a new time slot on Ria (5:30pm, Monday-Thursday) through analytical studies, which managed to develop the slot's viewership into 100k on constant basis (highest was 328k), compared to less than 100k previously. Slot share had also increased by +2.7%.
5. Consistent monitoring and consultation of Astro Ceria's key title, Popstar (a children singing reality show) had helped the final performance achieved over 1 million viewership which made it the first children reality TV show to be able to stand side by side along with adult reality TV shows, in Malaysia.
6. Conducted a quantitative study on Malay drama series and eventually identified the main factors that contributed to the success and failure of a Malay drama series in Malaysia. The study had helped guides channels in producing future drama series according to viewers' appetite.

PEP Publications Sdn Bhd

Apr 2010 — Jun 2010

English Subjects Editor

Company Profile:

- Pioneers of academic publishers, specializing in primary & secondary schools' books. Also a leading local library publisher as well as teaching aids' producer.

Responsibilities:

- Write questions and answers for primary and secondary English subjects (Math and Science).

- Proofread drafts of English books for primary and secondary students before final editing by Chief Editor.

Karyawan Bestari

Jan 2010 — Mar 2010

Production Assistant

Company Profile:

- TV production house specializing in producing religious TV contents in Malaysia

Responsibilities:

- Communicate with substantial number of organizations in order to shoot religious programs in many parts of Malaysia.
- Act as an assistant producer for Islamic program entitled, “Sehiris Peria Secawan Madu” for Astro Oasis.
- Arranged video editing and monitor the progress throughout the project.
- Write scripts for voice over and proofreading materials.
- Interview respondents for contents.

Jones Lang Wootton Malaysia

Jun 2009 — Dec 2009

Space Planner

Company Profile:

- A professional services and investment management company specializing in real estate projects.

Responsibilities:

- Planned workstation arrangements for new and existing hires.
- Liaise with managers in preparing the workstations.
- Visit sites (buildings) to keep track of workstation vacancies and space availability.
- Prepare space planning reports for IBM buildings throughout Selangor, Malaysia.

EDUCATION

Masters in Mass Communications

2010 — 2012

Universiti Teknologi MARA (UiTM)

BSc (Hons) Real Estate Management

2005 — 2009

Universiti Tun Hussein Onn Malaysia (UTHM)

Life Science (Foundation)

2004 — 2005

Kolej Matrikulasi Johor

INTERESTS

- **Media & entertainment**

My fascination towards the media roles in the society grew since I was in high school. I enjoy writing, reading, watching movies and listening to music. I believe the exposure to mass media has great impact on ones' perspective of life in terms of psychology, life motivation, knowledge and willpower .

- **Travelling**

As a Malay proverb goes *'the further you travel, the greater the knowledge you will earn'*. Besides enjoying the new atmosphere of another place, I also love the journey of learning and assimilating a new culture.

- **Sports**

Other than keeping my body fit; swimming, bowling and workouts helped boost my self-confidents. From a different view, it is a time for me to socialize in a healthy way.

REFERENCES

Siti Noor Azlinda Faizal Noor
Assistant Vice President,
Consumer Insights,
Measat Broadcast Network Systems Sdn. Bhd.
+6 012 326 9400
azlinda_faizal@astro.com.my

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Roslena Ahmad
Associate Professor
Faculty of Communication and Media Studies
Universiti Teknologi Mara (UiTM)
+60143227083
roslena85@yahoo.com