

NORAZLY BASARIAN

Student Recruitment | Business Development | Client Relationships

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PROFESSIONAL SUMMARY

Marketing and business development professional with experience in higher education student recruitment, takaful advisory, and international trade promotion. Guides prospects from initial enquiry through needs assessment, presentations, follow-up, and application. Builds relationships with schools, clients, government agencies, and industry partners to develop opportunities. Holds a bachelor's degree in accounting.

CORE SKILLS

Student Recruitment • Education Counselling • Admissions and Enrolment Support • Business Development • Prospecting and Referral Development • Client Relationship Management • Stakeholder Engagement • Outreach and Event Coordination • Presentations and Public Speaking • International Trade Promotion • Market Research and Reporting • Social Media Campaign Support • Microsoft Office

PROFESSIONAL EXPERIENCE

Senior Marketing

City University Malaysia | 2025–Present

- Managed prospective student enquiries and follow-up from initial contact through programme advice, application, and registration.
- Advised students and parents on programme choices, entry requirements, career pathways, and available financial assistance.
- Supported school visits, education fairs, community events, and presentations to generate prospective student enquiries.
- Built relationships with schools, teachers, and community organisations to support student recruitment and referrals.
- Contributed programme content and follow-up support to social media and digital recruitment campaigns.

Takaful Advisor

Great Eastern Takaful Berhad | 2013–2024

- Developed new business through networking and referrals, guiding prospective clients from initial discussion through needs assessment, recommendations, and application.
- Assessed clients' financial needs, priorities, and long-term goals to recommend suitable takaful protection, savings, and investment solutions.
- Maintained client relationships through regular follow-up and ongoing financial planning discussions.
- Delivered individual and group presentations explaining takaful products and financial planning concepts to support informed client decisions.

Assistant Manager

Malaysia External Trade Development Corporation (MATRADE) | 2006–2012

- Supported Malaysian companies in exploring overseas markets by identifying commercial opportunities and prospective buyers, distributors, and business partners.
- Coordinated trade missions, exhibitions, and industry events to support Malaysian companies' international market development.
- Facilitated B2B business matching sessions between Malaysian companies and prospective international buyers and partners.
- Maintained relationships with government agencies, industry associations, private-sector organisations, and international business contacts to support trade promotion activities.
- Prepared market and programme performance reports to inform business development planning, drawing on market trends and participating companies' requirements.

EDUCATION

Bachelor's Degree in Accounting

Multimedia University, Cyberjaya

Diploma in Accounting

University Technology MARA (UiTM)