

> TRAINER PROFILE

Siti Noor Iedayu Bt Kamaruddin



Trainer Registration Details

Name:	Siti Noor Iedayu Binti Kamaruddin
IC Number:	830116-03-5276
TTT Cert / Exemption Cert No:	14929
Tel. Number:	013-3881716
Email:	iedayu.lq@gmail.com

Academic Qualification

Qualification	Name of Academic Institute	Year Awarded
Degree	Bachelor Of Management with Honors Business Open University Malaysia (OUM)	2016
Diploma	Executive Diploma in Management University Malaya (UM)	2008-2009
Certificate	Systems Computer Level 2 KOLEJ BIOENERGY SDN BHD, KL	2001-2002
SPM	Sek Men.Padang Pak Amat ,Pasir Puteh,Kelantan	2000
PMR	Sek Men.Padang Pak Amat ,Pasir Puteh,Kelantan	1998

Professional Qualification

Professional Certification	Certification Body	Year Awarded
Certified Trainer	HRDC	2024

Years of Career Experience

CURRENT COMPANY:	ADVANCE SYNERGY CONSULTANT
POSITION:	MANAGING DIRECTOR
YEAR FROM:	2024
YEAR TO:	CURRENT
PREVIOUS COMPANY:	LEADING QUANTUM CONSULTANCY SDN BHD
POSITION:	MARKETING DIRECTOR
YEAR FROM:	2023
YEAR TO:	2024

Previous & Current Companies

Company	Position	Year From	Year From
ADVANCE SYNERGY CONSULTANT	Managing Director	2024	Current
LEADING QUANTUM CONSULTANCY SDN BHD	Marketing Director	2023	2024
RHB BANK	Head of Senior Area Sales Manager	2019	2021
AXA AFFIN LIFE INSURANCE BERHAD	Senior Area Sales Manager	2011	2019

Training Experience / Training Topics Conducted

No	Training Programs Conducted	Date From	To Date
1	Process Improvement	8 May 2024	9 May 2024
2	Metrics Improvement	20 Aug 2024	21 Aug 2024
3	Educational Program Development	29 Oct 2024	30 Oct 2024
4	Individual and Group Instruction	11 Nov 2024	12 Nov 2024
5	Customer Service	9 Dec 2024	10 Dec 2024
6	Time Management	23 Dec 2024	24 Dec 2024
7	Data Entry	10 Feb 2025	11 Feb 2025
8	Training and Development	21 Mar 2025	22 Mar 2025
9	A Deep Knowledge of the Business	1 May 2025	2 May 2025
10	The Ability to Measure and Assess Staff Training Needs	24 Sep 2025	25 Sep 2025

Major/Significant Training Programs Conducted

No	Training Programs Conducted	Date From	To Date
1	Enhanced Customer Information Billing System (eCIBS) Management Reporting	5 Jan 2023	6 Jan 2023
2	Sales Analysis	8 Jan 2023	9 Jan 2023
3	Enhanced Customer Information Billing System (eCIBS) RU Blocks & Scheduler	12 Jan 2023	13 Jan 2023

No	Training Programs Conducted	Date From	To Date
4	Billing & Customer Relationship Management (BCRM) Module – Billing	27 Jan 2023	28 Jan 2023
5	Billing & Customer Relationship Management (BCRM) Module – RA	2 Feb 2023	3 Feb 2023
6	SME Employee Attendance System	10 Feb 2023	11 Feb 2023
7	SME Strategic Portfolio Management – Office Management	15 Feb 2023	16 Feb 2023
8	7 Habits of Highly Effective People	22 Feb 2023	23 Feb 2023
9	Customer Services – Customer Relationship Management	5 Mar 2023	6 Mar 2023
10	Basic for Frontliner & Effective Communication	12 Mar 2023	13 Mar 2023
11	Work Ethics & Your Appearance	20 Mar 2023	21 Mar 2023
12	Customer Care Prog. for Front Line Staffs	2 Apr 2023	3 Apr 2023
13	Customer Relationship Management	6 May 2023	7 May 2023
14	Handling Difficult Customers	9 May 2023	10 May 2023
16	Customer Service Excellent	10 Jun 2023	11 Jun 2023
17	Event Management – Strategic Event Planning	16 Jun 2023	17 Jun 2023
18	Cashier & Supervisor Cashier Flows	21 Jun 2023	22 Jun 2023
19	Khidmat Pelanggan yang Berlagenda	5 July 2023	6 July 2023
20	Time & Stress Management – worklife balance	12 Aug 2023	13 Aug 2023
21	Leadership Skills & Time Management – Effective Planning	4 Feb 2024	5 Feb 2024
22	Customer Care Programme for Retail Staff	13 Feb 2024	14 Feb 2024
23	Customer Service Awareness	20 Mar 2024	21 Mar 2024
24	Procurement Management – Purchasing	26 Mar 2024	27 Mar 2024
25	How To Be A Good Leader	4 Apr 2024	5 Apr 2024
26	Dynamic Supervisory Skills – Value-Creating Analytical Thinking	15 Apr 2024	16 Apr 2024

No	Training Programs Conducted	Date From	To Date
27	Managing Negative Habits	21 Apr 2024	22 Apr 2024
28	Handling Conflict at Work	3 May 2024	4 May 2024
29	Managing Difficult People	9 May 2024	10 May 2024
30	Marketing & Digital Skills for Career	12 Jun 2024	13 Jun 2024
31	Finding & Changing Success – Analytical Thinking	19 Jun 2024	20 Jun 2024
32	Communication skills – Confidence	23 Jun 2024	24 Jun 2024
33	Supply chain management	5 July 2024	6 July 2024
34	WOW Customer Service	26 Aug 2024	27 Aug 2024
35	Event Management – Managing customer relationship	5 Sep 2024	6 Sep 2024
36	Purchasing & Supply Chain management – Negotiation skills	15 Sep 2024	16 Sep 2024
37	Corporate Communication – Effective Communication	20 Oct 2024	21 Oct 2024
38	Delivering Memorable Guest Experiences	17 Dec 2024	18 Dec 2024
39	Effective Documentation and Office Management	5 Jan 2025	6 Jan 2025
40	Managing Guest Complaints with Confidence	16 Jan 2025	17 Jan 2025
41	Resolving Guest Challenges: Effective Problem–Solving	10 Feb 2025	11 Feb 2025
42	Exceptional Service to Exceed Guest Expectations	16 Mar 2025	17 Mar 2025
43	Building Customer Relationships: Effective Service Strategies	5 Apr 2025	6 Apr 2025
44	The Art of Anticipating Guest Needs	20 Apr 2025	21 Apr 2025
45	Event management – Penjagaan Imej, Etika & Protokol	6 Jun 2025	7 Jun 2025
46	Pemikiran Kritis & Kreatif	16 July 2025	17 July 2025
47	Team Building	19 Aug 2025	20 Aug 2025



This is to certify that
SITI NOOR IEDAYU BT KAMARUDDIN
I.C/Passport :830116035276
is exempted from attending
PSMB TRAIN THE TRAINER (TTT)
PROGRAMME

Pembangunan Sumber Manusia Berhad
Date: 06/03/2024



Certificate No: 14929

Gallery of Training Session Conducted



