

EL INSYIRAAH FATHIN

SAMPLING QUALITY ANALYST

About Me



I am a dedicated and results-driven professional with over 10 years of experience. My journey began as a self-taught coder in 2014, where I developed my own website and discovered my passion for coding. Building on this foundation, I transitioned into digital marketing, leveraging my coding skills to become a successful Marketing Executive. With a unique blend of technical expertise and strategic marketing knowledge, I excelled in managing campaigns and driving record growth for the company.

Seeking new challenges, I expanded my skill set into web development. Combining my coding background with my marketing experience, I founded my own digital marketing + web development firm. This entrepreneurial venture allowed me to provide comprehensive solutions to clients, utilizing cutting-edge web development techniques and effective digital marketing strategies. Throughout my career, I have thrived under pressure, consistently meeting deadlines and delivering exceptional results.

With excellent interpersonal skills and a passion for customer service, I excel in collaborative team environments. My self-taught coding background, coupled with my extensive experience in digital marketing and web development, make me a valuable asset to any organization. I bring a unique perspective and a proven track record of success, delivering innovative solutions while providing exceptional customer service.



+601 2664 5643



elleinsyirah@gmail.com



Residency V, United Park,
58200 Kuala Lumpur

EL INSYIRAAH FATHIN

SAMPLING QUALITY ANALYST



+601 2664 5643



elleinsyiraah@gmail.com



Residency V, United Park,
58200 Kuala Lumpur

Working Experience

ByteDance Ic

Sampling Quality Analyst - Australia & New Zealand Market (March 2022 - Present)

- Perform daily sampling tasks for audit purposes.
- Ensure that weekly sampling quality / accuracy is above 95%.
- Adapted quickly to newly updated policies or calibration in order to be aligned with content moderators and Market Specialists.
- Thorough data analysis, feedback problems & handle necessary escalation and weekly feedback on moderation quality.
- Provide feedback and analysis on policy updates to identify areas of improvement and potential gaps.
- Cooperate with moderation teams and Market Specialists to ensure the moderation quality is up to standard.
- Participate in the development of quality inspection standards and continuously optimize the process and system platform.

Content Moderator - USA Market (Jan 2020 - March 2022)

- Conduct daily screening/tagging to categorize content and policy violation.
- Ensure legal compliance and safety of content uploaded to our platform.
- Responsible for the development, improvement, and maintenance of standards for the security of our online communities.
- Improve the content management strategy for short video platforms.
- Responsible for coordinating with supervising departments for timely management of content that violates our policies.

Grab - Accenture

Customer Experience Agent (August 2018 - April 2019)

- Provide both Driver Partner and Consumers support to Grab in Singapore.
- Educate our Consumers / Driver Partners on Grab products and handle service enquiries as well as any other arising Consumer / Driver Partner issues.
- Provide quality customer support (24/7) through voice/ chat/ email support and guided troubleshooting to Consumers / partners on Grab services.
- Meet and exceed operations metrics, quality goals, compliance regulations and productivity targets.

Marketing Executive (March 2018 - August 2018)

- Digital advertising
- Training
- Presentations
- Managing local and overseas speakers
- Event management
- Public Relations
- Event crew
- Web building and designing
- Customer Service (voice support - inbound and outbound)

Education

2022 - PRESENT

Online Part-Time Degree

UNIVERSITI TEKNOLOGI MALAYSIA

Bachelor of Computer Science (Software Engineering)
With Honours

2010 - 2011

Foundation / Pre-university

JOHOR MATRICULATION COLLEGE

- Malaysia University English Test (MUET) band 4 (2011)
- Pass and Completed Physical Science Programme with 3.49 CGPA

2008 - 2009

High School

TGB Mara Junior Science College

- Sijil Pelajaran Malaysia
- 8A, 1 B

Language

English 

Bahasa 

Arabic 

Expertise

- Google Docs
- Google Sheets
- Google Slides
- HTML programming
- Canva Designs
- Adobe Photoshop
- Adobe Illustrator
- Adobe Lightroom
- Video Editing

Reference

Aisha Jawwad

ByteDance Team Leader

Phone

+60 10-708 0357