



AHMAD KAMARUDIN YUSOFF
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Biodata

Born : 21 March 1977

Hometown : Penang Island, Malaysia

Skills and Special Interests

Expert in Microsoft office, graphics editing. Basic French. Good at networking and public relations.

Market Analysis

Salsa and Bachata, Advance class, currently with Salsabeatdance, Milan

Orchids cultivation

Accomplishments

North Asia Desk (2003-2006)

- Coordinated major projects such as megafam groups (Media and Travel Agents), World Expo Aichi (main secretariat), Sales Missions to Japan & Korea, MM2H Programs, Consumer Shows, Trade fairs and Siti Malaysia's Advertising campaign.
- Negotiated with Vice President of JAL for cheaper onboard advertisements for 1 year at a cost of RM30,000, the data will be stored on JAL flying to Malaysia.
- Took over Deputy Director's position for three months during World Expo Aichi. Tuan Syed Yahya was assigned to Aichi as the Pavilion Manager.
- Assisted the regional director in planning for promotion for both Japan and Korea
- Form strategic alliances with Japanese & Korean Embassy, Hotels (Japanese Account), AJTO (Associations of Japanese Tour Operators Association) and advertising agencies

Europe 1 - Moscow and CIS (2006-2008)

- Coordinated major projects such as megafam groups, tactical campaigns for Russia, travel fairs (MITT, OTDYKH, UITT).
- Took over Deputy Director's position from 14 July 2008 to 30 August 2008. Managed three sales

missions and Make It Malaysia program (educational program) for Russia – Capital Tour during that period.

- Assisted the regional director in planning for promotion for Moscow and CIS
- Coordinated and attended BIT – Milan trade show and had negotiations with Singapore Airlines to give complimentary tickets for Megafam group
- Form Strategic alliances with Russian tour operators Kuala Lumpur – Embassy Alliance, Discovery overland, World Express, Embassy of Russia and Azerbaijan

Training Management and Competency Unit (2008-2013)

- TNA for Tourism Malaysia's staff
- Identify relevant courses and formulated one year plan for public programs
- Collaborate with E-Marketing and Technology Division for MS Office – beginner level courses
- Collaborate with Domestic Marketing for Customer Service and Grooming
- Identifying relevant courses for officers on duty – World Expo Shanghai
- MC for training sessions during Overseas Director meeting 2009

State Director – Tourism Malaysia Perak (Mac 2013 – Disember 2013)

- Plan & Execute Domestic marketing for Perak
- Penetrated Penang Market with RM80,000 sales in 3 days exhibition
- Provided consultation and planning for promoting Perak
- Build and maintained strategic alliances with the industry including media

Direttore – Tourism Malaysia Italy (At Present)

- Plan & Execute marketing activities related to Tourism

Work Experience

2001- 2002	Self-employed – content advisor and web management
2002-2003	Content management and graphics editing for websites – South-South Information Gateway, Center for Strategic Information Management Ministry of Tourism
2003 & Present	Joined Tourism Malaysia

Education

1995 – 1997	Center for Preparatory Program – ITM American Degree Program
1997- 2001	Bachelor Degree (Hons) Management (Marketing), University Science Malaysia
2001	Mercuria Business School Finland