

WASMIYA SHAJAHAN

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SUMMARY

Results-driven professional with proven expertise in business development, market research, and client engagement. Adept at identifying growth opportunities, building strong client relationships, and driving strategic initiatives to achieve organizational goals. Skilled in coordinating cross-functional teams, organizing impactful events, and leveraging communication and collaboration to ensure success.

EXPERIENCE

Business Development Executive

June 2024 – December 2024

Haylen Social, Singapore

- Conducted comprehensive market research and generated targeted leads, building prospect lists from platforms such as LinkedIn and industry directories, resulting in new business opportunities.
- Initiated and nurtured client relationships through personalized cold outreach, including emails, calls, and social media interactions, consistently aligning services with client needs.
- Collaborated with senior business development leads to qualify prospects, arrange meetings, and maintain CRM systems, ensuring an efficient sales pipeline and follow-up process.

Medical Laboratory Technologist

November 2022 – September 2023

Prince Court Medical Centre, Kuala Lumpur, Malaysia

- Conducted routine laboratory tests in hematology, clinical chemistry, microbiology, histopathology, cytology, urine analysis, and blood banking.
- Performed serology tests such as ASOT, VDRL, Rotavirus, and Mycoplasma IgM. Identified any crystals detected in routine urine tests and graded them.

Secretary

October 2021 – October 2022

IMU Society of Biomedical Science

- Led effective communication with society members and external stakeholders, ensuring seamless coordination and timely updates on events and initiatives.
- Played a pivotal role in organizing and executing high-impact society events, such as guest lectures, hands-on workshops, and professional networking sessions, enhancing members' academic and career opportunities.
- Streamlined the management of society records, including membership databases, event documentation, and financial reporting, ensuring accuracy and compliance.

EDUCATION

Bachelor of Science (Hons) in Biomedical Science

International Medical University, Malaysia | Graduated: November 2023

SKILLS

- **Communication & Interpersonal Skills** – Strong verbal and written communication; adept at engaging clients and stakeholders professionally.
- **Presentation & Public Speaking** – Pitching business proposals confidently.
- **Stakeholder Management** – Collaborating with internal teams and external partners.
- **Problem-Solving & Critical Thinking** – Addressing client concerns and improving services.