

Mazwani Binti Abu

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Dengkil, Selangor

Profile

User operations and lifecycle marketing professional with experience in customer engagement, retention campaigns and in-app events. Combines marketing expertise with data preparation, ETL and analysis to support strategic decisions and strengthen relationships between users and brands.

Education

Master of Science in Business Intelligence and Analytics

Universiti Teknologi Malaysia

Faculty of Artificial Intelligence | Taught course

Matric number MRT241030 | FYP report submitted July 2026

Academic result: 3.98 | Master's FYP grade: A+

Master's Final Year Project

Public Sentiment about Childfree in Malaysia Using Large Language Model and Transformer-Based Approaches

- Analysed 1,303 Threads posts on childfree attitudes in Malaysia using Python and Malay-English text preprocessing.
- Applied GPT-5.4 and XLM-RoBERTa for sentiment classification. Reported 90% GPT-5.4 accuracy on 100 posts labelled by three annotators.
- Examined economic, medical and religious themes in the sampled discussions.

Supervisor: Assoc. Prof. Ts. Dr. Siti Sophiayati binti Yuhaniz

Co-supervisor: Ts. Dr. Doris Wong Hooi Ten

Bachelor of Business Administration

Universiti Kuala Lumpur

2016–2019

Marketing, business management and customer relationship management.

Skills and Languages

Analytics Python, pandas, Playwright, text preprocessing, sentiment classification, model evaluation and thematic analysis.

Platforms Braze CRM, Zendesk, Adictiz, Google Ads, Facebook Ads, Microsoft Excel and HTML email creation.

Languages Bahasa Melayu (native) and English (proficient).

Professional Experience

User Operation Specialist

CONSTRUCT TECHNOLOGY PTE. LTD.

Jun 2024–Present

- Engage with users to strengthen relationships with the brand.
- Manage marketing activities across the customer lifecycle.
- Organise in-app events to support user engagement and customer retention.
- Analyse data to inform marketing initiatives and strategic decisions.
- Prepare data and perform extract, transform and load (ETL) processes for subsequent analysis.

Lifecycle Marketing Executive

Toluna Corporate

Jun 2021–Jun 2024

- Managed Malaysia and Singapore user panels, including acquisition budgets, advertising analysis, engagement and retention campaigns.
- Delivered Braze campaigns, bilingual content, HTML emails and Adictiz games; coordinated platform features and incentives with R&D teams and vendors.

Affiliate Marketing Associate

Shopee

Mar 2021–Jun 2021

- Managed affiliate programmes and worked with internal teams to optimise traffic and sales initiatives.

User Operation Management Executive

BIGO Live Technologies Ltd.

Mar 2020–Mar 2021

- Achieved a 20% monthly increase in paid-user acquisition and 10,000 monthly sign-ups through cost-per-acquisition campaigns.
- Coordinated celebrity events, record-label partnerships and host recruitment; one online event generated 10,000 sign-ups.

Online Reputation Associate

OYO Malaysia

Nov 2019–Mar 2020

- Managed social media, online reputation and acquisition campaigns; secured at least 20 key opinion leaders monthly.

Marketing Intern

OYO Malaysia

Jul 2019–Nov 2019

- Supported acquisition campaigns, influencer partnerships, the Campus Ambassador Programme and brand collaboration events.