



TRAINER PROFILE

NURUL-HUDA MOHAMED AFANDI

FCA (AUST), CISA (USA), B.COM (UNIMELB)

HRDC CERTIFIED & ACCREDITED TRAINER (TTT/16081)

MDEC EUSAHAWAN MASTER TRAINER (TG212)

JCIM MASTER TRAINER (001)

FOUNDER CEO, THRIFT CONSULTING

TRAINER PROFILE

NURUL-HUDA MOHAMED AFANDI



*Nurul-Huda Mohamed Afandi,
CA (Aust), CISA (ISACA), B.
Com (UniMelbourne), Dip. In
Digital Entrepreneurship (LRN
UK)*

**Founder CEO, Thrift
Consulting**

**HRDC Certified & Accredited
Trainer (TTT/16081) |
eUsahawan Master Trainer
(TG212) | JCIM Master Trainer
| Facebook Blueprint
Certified Trainer | Google
Mahir Trainer | mySDG
Academy Trainer**

**+60123112559 |
thriftconsulting.ts@gmail.com**

Nurul is a Fellow Chartered Accountant (Australia), a Certified Information Systems Auditor (CISA), and a University of Melbourne graduate. She began her career in KPMG Information Risk Management, before moving to PETRONAS Group Internal Audit. She was appointed as as Audit Committee of Malaysian Government Officers Cooperatives 2013-2014; 2024-2025. She is now the Founder CEO of Thrift Consulting which provides training and consultancy for Government Agencies, SMEs, and Start-Ups specializing in IT projects, Digital Marketing, Ai, Youth Organisation Management and Sustainability.

Her journey in digital marketing began since year 2006 and began training in 2011. She obtained Facebook Certified Digital Marketing Associate (2019) and Diploma in Digital Entrepreneurship (2022); She has **trained over 6,500** Malaysians in digital marketing and other topics. She also trained retrenched workers and unemployed under SOCSO program and PENJANA HRDF on Facebook Certified Digital Marketing Associate certification, and under the MBM PROKENS program. She has obtained numerous trainer certifications such as HRD Corp Certified and Accredited Trainer; MDEC eUsahawan Master Trainer; pilot batch of Facebook Blueprint Certified Trainer in Malaysia; Google Mahir Trainer; MDEC SayaDigital Trainer; Presenter and Trainer for IR4WRD Foundation Program certified by Malaysia Productivity Corporation (MPC). In 2023, she was also appointed mySDG Academy trainer and conducted numerous workshops in various parliamentary constituency under the APPGM-SDG initiative to localise SDG.

She volunteers her time to serve in NGOs and currently Chair of the JCI Malaysia Awards Judges Screening, Structure Review and Secretariat Committees. Previously she also served as the Malaysia Youth Council Vice President 2018-2022; Chartered Accountant Australia and New Zealand Regional Councilor 2020-2022; 2017 National President of JCI Malaysia; 2014 President of Commonwealth Alliance of Young Entrepreneurs Asia (CAYE-ASIA) and 2013 President of JCI Petaling Jaya.

Nurul is an award-winning trainer, recognized as the Top eUsahawan Trainer in 2021 (Highest Trained and Sales Reporting); Top 3 eUsahawan Master Trainer Award in April 2020; and JCIM Inspiring Trainer Award (2018). In recognition of her years of voluntary service, she was awarded the prestigious Pingat Bakti Belia Selangor (2022), JCI Ten Outstanding Young Malaysian Award (2019), Anugerah Perdana Belia Negara (2015) by the Ministry of Youth and Sports, presented by the Prime Minister of Malaysia, Most Outstanding Local President of JCI Malaysia (2013), Most Outstanding Member at JCI Asia Pacific (2013), Most Outstanding Member of JCI PJ and JCI Malaysia (2012) and Most Outstanding Board of Director of JCI PJ (2011).

TOPICS I HAVE TRAINED

Training topics conducted for MSMEs, Unemployed, JCI Members, Public:

❖ **IT / DIGITAL MARKETING:**

Digital Marketing Roadmap & Strategy | Social Media Marketing | Google For Business | Search Engine Optimisation | Creative Content and YouTube | Facebook for Business | Facebook Digital Marketing Associate Certification | Zero Cost Digital Marketing | eCommerce Strategies | MS Office (Words, Excel, Powerpoint) | IR4WRD Foundation Program | Introduction to Cyber Security and Cloud Computing | Ai for Digital Marketing

❖ **NGO MANAGEMENT:**

Youth Organisation Management | Building Award Winning Youth Organisations | Meeting Chairmanship & Parliamentary Procedures | Board of Directors Academy | Awards Success Tips | PR and Media Management | Event Planning and Strategic Management

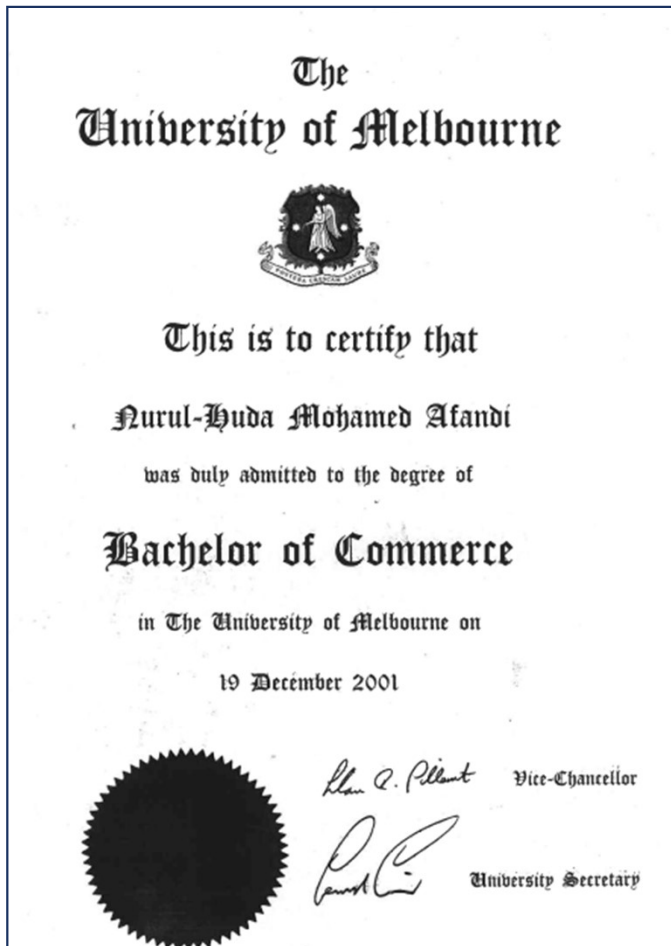
❖ **SUSTAINABILITY:**

A Better World with United Nations Sustainable Development Goals (UNSDG) | Localising SDG

❖ **TRAINER DEVELOPMENT:**

JCIM Train the Trainer 1 | JCIM Train the Trainer 2 | Online Training Techniques

ACADEMIC/PROFESSIONAL CERTIFICATES



12/03/2024

Member ID: 197711

Member: Nurul-Huda Mohamed Afandi (FCA)

I confirm that Nurul-Huda Mohamed Afandi is a current full and voting member of Chartered Accountants Australia and New Zealand (CA ANZ).

Nurul-Huda Mohamed Afandi was admitted to full membership on 13/04/2005 and is the holder of a Certificate of Membership issued in accordance with the CA ANZ By-Laws.

Yours sincerely,

Mark Rice
Group Executive Member Engagement
[Chartered Accountants Australia and New Zealand](#)

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Select the type of certification, enter the certificate number that they would have provided you with, and their last name exactly as it appears in their ISACA profile.

You can also submit verification requests along with a signed written consent from the individual to our Customer Experience Center.

Name: Nurul-Huda Mohamed Afandi
Status: Active
Certification Type: CISA
Certification Number: 0974773
Date Certified: 4 June 2009
Expiration Date: 31 December 2024

TRY AGAIN PRINT RESULT

Transcript

Candidate Number	124466
Centre Number	OC119
Centre Name	Malaysia Digital Economy Corporation
Full Name	Mrs Nurul Huda Mohamed Afandi
Qualification	LRN Level 3 Diploma In Digital Entrepreneurship

Unit Grades

	Grades
Digital Entrepreneurship	MERIT
Digital Marketing	Merit
e Commerce	Pass
Overall Grade	MERIT

Start Date	11-01-2020
Date of Issue	January 31, 2022

TRAINER CERTIFICATIONS

Certificate No. TTT/16081




CERTIFICATION IN TRAINING

This is to certify that
NURUL-HUDA MOHAMED AFANDI
I.C No : 790421-14-5064

has successfully fulfilled all the assessment requirements for

TRAIN THE TRAINER

on 31 October & 1- 4 November 2016
 at Hotel Pullman Kuala Lumpur, Bangsar.

MODULE CODE	MODULE NAME
CT1	PLAN ADULT LEARNING
CT2	CONDUCT TRAINING NEEDS ANALYSIS (TNA)
CT3	DESIGN COMPETENCY BASED TRAINING PROGRAMME
CT4	CONDUCT COMPETENCY BASED TRAINING PROGRAMME
CT5	ASSESS PARTICIPANT'S COMPETENCE

Pembangunan Sumber Mahusta Berhad

Systematic Competency Alliance Sdn Bhd



Certificate of Accreditation

This is to certify that
Nurul-Huda Mohamed Afandi
IC NO. 790421145064

has fulfilled the HRD Corp requirements and standard for

HRD CORP ACCREDITED TRAINER

valid from
09 Feb 2023 to 09 Feb 2027

This accreditation allows trainers to actively conduct training under various schemes available under HRD Corp platform.



Certificate ID
 dalh9b80-cba85-11ed-89d7-cde31fce485
 Trainer ID
 6041
 Verify Authenticity

Certificate OF RECOGNITION



This is to certify that
NURUL HUDA MOHAMED AFANDI
 790421-14-5064

Had been recognised as the

eUsahawan Master Trainer

on
20 April 2019



Sumitra Nair, Vice President
 Malaysia Digital Economy Corporation

TRAINER CERTIFICATIONS



PAST PERFORMANCE

62
eUsahawan &
eUsahawan+ Classes

1,450
eUsahawan Participants

18
Other Digital
Marketing Classes

650
Other Digital Marketing
Classes Participants

21
Collaborators

DIGITAL MARKETING CLASSES IN 2020

Number of Days of Classes per month

Month	Number of Days
April	15
May	12
June	14
July	8
Aug	8
Sept	7
Oct	11
Nov	11
Dec	13

WE THANK YOU FOR YOUR CONTINUED SUPPORT IN OUR PROGRAMS

2020

2020: A YEAR OF OPPORTUNITIES

PAST PERFORMANCE / ACHIEVEMENTS



TRAINER'S REPORT

2021 Edition

NURUL HUDA BINTI MOHAMED AFANDI (TG212)

Total Trained 2018-2021
2,736
eUsahawan Participants

Award & Achievement

- Top Trainers Most Class Conducted (Apr 2020)
- Top Trainers Highest Number of Trained (2021)
- Top Trainers Highest Sales Reported (2021)

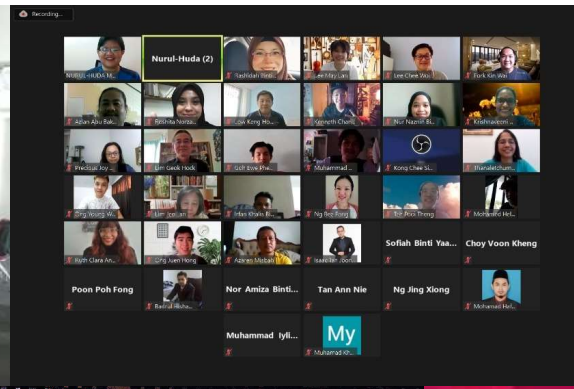
Total Sales Reported 2018-2021
RM 22.15M



eUsahawan Certified Master Trainer



PAST WORKSHOPS CONDUCTED



WEBINAR YOUTH DIGITAL "ZERO COST MARKETING"

NURUL-HUDA MOHAMED AFANDI
SPEAKER

THURSDAY, 28 JULY 2022
10.00 AM - 11.00 AM

[JOIN ZOOM MEETING](#)

<https://us02web.zoom.us/j/9413109993?pwd=NGp0eU5hTGhkdUJlc0Zlbnh0eUo1>

Meeting ID: 941 310 9993
Passcode: 9270

ANDAMAN
PEJABAT BELIA DAN SUKAN DAERAH HULU LANGAT



Marketing Funnel: B2C vs B2B

B2C

- Search for information
- Learn about products
- Read reviews and compare products
- Put product in cart
- Review shopping cart and go to check out
- Search for information

B2B

- Buyers examine specific
- Buyers share research on products with other sales
- Buyers get product
- Buyers get contract
- Sales transaction is complete

Awareness
Interest
Intent
Purchase

PROGRAM eUSAHAWAN

JOM KEMBANGKAN PERNIAGAAN ANDA SECARA DIGITAL

- Branding
- Search Engine Optimization (SEO)
- Copywriting & Content Concept
- Facebook & Instagram for Business
- WhatsApp for Business
- Figma & User Storying

SYARAT PENYERTAAN

- Wangmuka berumur 18 tahun ke atas
- Wangmuka berkecuali atau pernah bekerja
- Mempunyai lesen kebalikan keatas
- Residence di hulu langkat, hulu langkat

Coach Nurul-Huda Mohamed Afandi (TO212)

16 Opus 3923
18:00 Pagi - 8:00 Petang
Zoom Meeting

Paulan Pendaftaran:
<https://robrand.ly/ur16823f>

MYMDEC www.mdec.my



PAST CLIENTS / PARTNERS



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"TODAY'S TALENT,
TOMORROW SUCCESS"



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Malaysia



PEKEMA ACADEMY

JCI
Thailand



MONT
ROYALE
COLLEGE

MALAYSIAN INSTITUTE OF
TECHNOLOGY
ACADEMY
PROFESSIONAL
TRAINING

Thank
you



For further enquiries, please contact:

- Nurul-Huda Mohamed Afandi
- Founder CEO, Thrift Consulting
- HRDF Certified & Accredited Trainer (TTT/16081)
- MDEC eUsahawan Master Trainer (TG212)
- Phone / WhatsApp: +60123112559
- Email: nurul.thriftconsulting@gmail.com