



SUMMARY

Highly accomplished Senior Creative Strategist & Planner combining outstanding sales & advertising talent with high caliber general management qualification. Over 10+ years leading experience in research, operation management and launching of a new Enterprise and Consumer products. Result-oriented, decisive leader with proven success in establishing a lasting presence in new markets by identifying growth opportunities.

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PROFESSIONAL EXPERIENCE

Fiverr.com **September 2018 – Current**
Digital Freelancer

Responsibilities:

- Ensured digital design is optimized for branding, impact, SEO, web development, etc.
- Complied with Regulatory routing, documentation and archiving standards.
- Identified opportunities by applying modern technologies, digital products and services to online campaigns.
- Developed and implemented dynamic programs based on strategic business objectives, customer insight, and local market trends to identify, acquire and convert new business as well as retain existing customers.

Accomplishments:

- Developed a plan for US based phone case business that went viral and successful.
- Secured repetitive purchases from regular buyers, helping in leveraging my business.

MotherCare Malaysia

SENIOR DIGITAL MARKETING LEAD **Sept.2017 –Jun.2018**

- Researched and recommended new digital media opportunities to increase brand awareness and support demand generation.
- Built and managed the company's social media profiles and presence, including Facebook, Twitter, LinkedIn, and additional channels that may be relevant.
- Provided day-to-day strategic support for Social Media to the Director, Content Marketing.

Acted as a point and expert resource on social media best practices for all departments.

Publicis Groupe – Malaysia (Worldwide Agency)

DIGITAL PLANNER **Jun.2015 – Aug.2017**

- Performed and oversaw overall direct response media planning and budgeting responsibilities.
- Provided monthly plan updates for sourced/insource leads/sales, costs and trends based on changes in market conditions and client needs.
- Optimized existing forecasting methodologies to enhance performance results.
- Built, populated and delivered marketing calendars on a monthly basis.



AxciomMENA**August 2015 – September 2016****Senior Strategic Planner**

Responsibilities:

- Developed plans to materialize strategy and analyse business proposals.
- Researched competition to identify threats and opportunities
- Constructed forecasts and analytical models
- Monitored and analysed industry trends and market changes

Accomplishments:

- Accomplishments of several projects before due time.
- Produced more than wanted data entries for client's database by 30%.

Tribal Worldwide – Malaysia (Worldwide Agency)**November 2013 – January 2015****Engagement Strategist**

Responsibilities:

- Built and maintained client relationships to optimize revenue.
- Oversaw campaign planning, optimization strategies, and campaign performance success for a set of top tier client relationships.
- Worked with internal tools and staff to quantitatively and qualitatively analyze campaign delivery and optimize performance on an ongoing basis.
- Maintained a high level of customer service by communicating with clients, executing requests and proactively responding, as appropriate

Accomplishments:

- Developed an award-winning campaign for Volkswagen.
- Built a network of many different clients and services in the business.

Speedcast Limited – Malaysia (Global Company)**March 2010 – October 2013****Multimedia Designer**

Responsibilities:

- Created multimedia products in partnership with business analysts, technical architects and software programmers.
- Transferred audio/video files to be edited and manipulated digitally. Created animated sequences using computer software.
- Performed other related duties.

Accomplishments:

- Increased the number of sales by 20% from the start of my tenure.
- Revamped the SpeedCast brand single handedly and successfully.

Qtelmedia Group Ltd – Malaysia (MNC Company)**April 2009 – October 2009****Content Editor – Video**

Responsibilities:

- Reviewed shooting script and raw material to create a shot decision list based on scenes' value and contribution to continuity.
- Trimmed footage segments and put together the sequence of the film.
- Inputted music, dialogues, graphics and effects.
- Created rough and final cuts.

Accomplishments:

- Increase sales numbers to 40% via producing clever ads.

DMS (Axciom MENA) – Saudi Arabia**September 2001 – September 2003****Operations Executive – Team Lead**

Responsibilities:

- Led, supervised and trained Data-Center operators on cold-calling and data entry.
- Managed data input and delivery to large clients.
- Assisted in server maintenance and operations



EDUCATION

2010 - 2012, Limkokwing University. Masters in Communication

Major: Advertising

2004 - 2008, Multimedia University. BA (Hons) Multimedia

Major: Interface Design

SKILLS

Language Skills:

- Arabic (Native)
- English (Native)

Digital Skills:

- Double Click By Google
- Nuvi
- comScore
- GlobalWebIndex
- Google Adwords
- ALL: Analytics Apps & softwares (incl Google Analytics)
- Advanced SEO knowledge
- ALL: Targeting & Retargeting/Remarketing methods (incl Facebook & Google Adwords)

Soft Skills:

- Emotional intelligence
- Selling
- Understanding of target markets
- Adaptability
- Advanced computer literacy
- Research
- Project management
- Process improvement
- Strong work ethic
- Communication skills
- Interpersonal skills

OTHER INFORMATION

Industry Recognition:

- Nominee: Photographer's Forum as a finalist (California, USA)
- Nominee: 7th Annual Masters Cup (By colour awards) as a finalist (California, USA)

PR & Events Exposure:

- Cabsat Mena (Dubai) – Booth and collateral designer
- CommunicAsia (Singapore) – Booth and collateral designer for 4 consecutive years

Trainings and Certifications:

- Google **Adwords** Certified | Google **Analytics** Certified
- Hubspot Inbound Marketing | Certified Marketing Strategy Associate | Certified Digital Marketing Associate at SM-Studies, USA
- Advanced SEO Tactics | **Retargeting** or Remarketing | Price Psychology
- Business Strategy | Working with large statistics and big data | Excel

Interviews from all over the world:

Times of Startups: <https://goo.gl/KkGawU>

www.blogprocess.com: <https://goo.gl/LbDGbT>

Radio interview on business channel - California, USA: <https://youtu.be/uU5izQ7v6m4>

Smarter Experiences: <https://goo.gl/d9dnYA>