

❖ farizhadipro@gmail.com

❖ 017-9927319

❖ Petaling Jaya, Selangor

WORK EXPERIENCE

Green Packet Berhad.

Senior Associate, Growth Marketing

June 2020 – Present

Petaling Jaya, Selangor

- Lead and responsible to website architecture, content, linking and other factors to improve SEO positions for target keywords. Improved site speed, increased traffic and reduced bounce rate.
- Responsible with web migration and revamp exercise with 3 different CMSs ; HubSpot, WordPress and WebFlow. Make sure everything run smoothly.
- Web management for several website; First hand web development for kipleX.com , Digital State programme and Selangkah programme for merchant digital onboarding and mostly treat as core team player.
- Responsible with HubSpot CRM automation for sales team and improved engagement rate.

Flexiroam Sdn Bhd.

Performance Marketing Manager

Feb. 2020 – Apr. 2020

Kota Damansara, Selangor

- Created, implemented and monitored key performance indicators and website goals on a Wordpress; increased inbound traffic (36%) over a 3 month tenure.
- Hands-on technical digital campaign ; Facebook(and IG) ads, Google Ads.
- Work alongside the campaign managers and account managers on platforms like Google, Facebook, Instagram to ensure maximum participation amongst the audience.
- Responsible in the channel budgets and optimising campaigns to ensure each campaign brings in a lot of web traffic and new leads.

Sincerely Yours Communications Ltd.

Head of Digital Marketing

Aug. 2019 – Jan. 2020

Bangkok, Thailand

- Serve as SYC digital marketing lead guiding strategy across all online advertising platforms and technologies.
- Overseeing the management of SEO, Google Ads, Facebook Ads, WordPress and other technical aspects.
- Drive vision and requirements across marketing technology platforms to enhance audience targeting strategies, deepen channel insights and optimize campaigns across channels.
- Serve SYC clients as a consultant for several industries - Real Estate, Cosmetic, Hospitality & Kitchenware.

TFJ, Neurogadget & Blorge Publishing

General Manager

Mar. 2014 – Feb. 2018

Self-employed, Remote

- Manage relationships with internal and external community partners for content curation, planning, data organization, and creative services.
- Managed all aspects of online media and strategies including ROI, creative direction, SEO planning, content enhancements, technical functionality and revenues.
- Managing writing agency, freelance writers and permanent remote journalist from Romania, India and Philippines.

Borderless Resources Sdn Bhd
Project Manager

2012 – 2013
Malacca, Malaysia

- Produced short clips of 3D animations for safety and health instructions to pitch commercial use in related industries.
- Hands-on 3D rendering and visual effects. Compose and mix audio.
- Managed technical aspects in several softwares for compositing, inbetweening, colouring, exporting and converting the projects.

Personal Brand & Blog (fariz izhan)
Owner

2009 – Present
Self-employed, Remote

- Rank first page on **SERP** for travel packages keywords. Generate leads solely from **SEO** (traveling period).
- Received sponsored post offer from ARBA Travel Sdn Bhd and Wahdah (car rental company).
- Managed all aspects of online media and strategies including creative direction, SEO planning, content enhancements and revenue.
- Closed contract with Vietnamese Tour Agency as Digital Marketing Consultant.
- Monetized blog and YouTube channel.

TOOLS, SKILLS & INTERESTS

- **Tools experience:** Ahrefs; Adobe Creative Suites; Google Analytics; Google Ads; Google Tag Manager; Google Search Console; 2D & 3D Animation Production; HubSpot CRM system; Canva; Crello; Hootsuite; Final Cut Pro; (now exploring Google Data Studio)
- **Website:** WordPress; HubSpot CMS; WebFlow; OnPay (local); HTML/CSS;
- **Skills:** SEO; Marketing Automation; Growth Marketing; Acquisitions & Negotiations; Data-Driven Marketing; Digital Media; Online Advertising; eCommerce; On-page and Off page SEO implications;
- **Interests:** UI/UX; Film; Travel; TV Shows; Family; Gadgets; Technology; Photography; Animation; Minimalism

EDUCATION

Udemy <i>The Web Developer Bootcamp 2021</i>	2021 - Present <i>Online Courses</i>		TikTok Ads <i>Grow with TikTok</i>	2021 <i>Online Webinar</i>
HubSpot <i>Inbound Marketing Methodology</i>	2019 <i>Online Courses</i>		SemRush <i>SEO Fundamentals Exam</i>	2019 <i>Online Courses</i>
Google Digital Garage <i>The Fundamental of Digital Marketing</i>	2019 <i>Online Courses</i>		Kolej Yayasan Melaka (KYM) <i>Technology of Animation, Diploma</i>	Apr. 2009 - Apr. 2012 <i>Malacca</i>