

Ahmad Zakri

Ahmad Zakri Zakaria

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WORK EXPERIENCE

Wilhelmsen Ship Management, KL – Digital Marketing Specialist

FEBRUARY 2019 - PRESENT

- Audience Development – Oversee all audience reach efforts to drive qualified traffic to target media using Multichannel marketing
- Managed digital marketing campaigns (paid – Google Ads, LinkedIn Campaigns)
- Analytics – Compile and analyze analytics of campaigns to improve, optimize current and future projects.
- Market and Competitor Analysis – Conduct in-depth analysis on market conditions and competitor landscape (maritime).
- Digital content production – Produced video/static media to assist marketing campaigns/improve social media visibility

Huawei Technologies Malaysia, KL – Web Editor (Contract)

JANUARY 2018 - JUNE 2018

- Supported the local digital marketing operation in SEO optimization, news, case studies and events section maintenance, social media account maintenance as well as other social marketing activities
- Improved the usability, design, content and conversion of Huawei's Enterprise Business Group (Southern Pacific region) website.
- Used WCMS (Sitecore) to publish content including news update, content creation for regional events, promotion and news while maintaining integrity of website structure at all times
- Reviewed new technologies and promotion strategies constantly and keep the company at the forefront of developments in digital marketing.

Standard Chartered GBS Malaysia, KL – Communications Manager (Digital)

December 2014 - December 2017

- **ADVOCACY / STAKEHOLDER MANAGEMENT** – Assist HOD in overseeing and executing relevant and continuous advocacy initiatives with various stakeholders (parent companies, federal, state, business partners, customers, associations, community partners) for the benefit of the company and to enhance company's image and reputation.
- **DIGITAL MEDIA MANAGEMENT** – Responsible for regular monitoring and feedback on all company's digital media channels (Website, Facebook & LinkedIn) and ensure relevant content updates and maintenance of those updates. Responsible for the collation of data analytics across all platforms for future improvements and enhancements.

SKILLS

Website Development, Video production, IT/Technical Setup, Event Management, Digital & Traditional Advertising

WCMS – AEM. WordPress, SiteCore

Adobe Creative Suite – Photoshop, Illustrator, InDesign

Video Editing Suites – Premiere, Final Cut Pro

[Creative Work Samples](#)

LANGUAGES

English, Malay

- **BRAND MANAGEMENT** - Act as the brand custodian of the company and ensures brand awareness and compliance for both internal and external stakeholders based on the branding guidelines. Responsible for the design, production and management of company collaterals and management of company events for external stakeholders.

Malaysia Airlines, KL – Senior Executive, Digital Marketing

June 2014 - December 2014

- Maintained www.malaysiaairlines.com main landing page (English/Malay) as well as the various multi languages site.
- Assisted in the marketing team in creating e-newsletter templates which was used to send out various markets.
- Apart of the Crisis Management Team at the Emergency Operations Center for MH17
- Involved directly in malaysiaairlines.com revamp for 2014.

Fly FM, Selangor – Content Editor

DECEMBER 2010 - JUNE 2014

- Support Marketing Dept. in executing online commitment for clients' (from various industries) promotional campaign content.
- Created and maintained content and updates on www.flyfm.com.my as per station's brand values and target market which includes video production.
- Reaching an average page view of 3 million per month and average unique visit of 400,000 per month and an average duration of stay of 15 minutes.
- Maintained station's social media network – Facebook, Twitter, YouTube & Instagram. (Fly FM Frequent Flyer, @fyfm958)
- Manage content for music labels (international and regional) – digital release, album release, PR, album giveaways, concert tickets online giveaway, updating the industry & artists' latest updates etc.
- Involved in gathering content/materials by attending artists' promotions, press conferences, album launches, represent the company in album/artists promotional trips etc.

IBM MALAYSIA, Selangor – Customer Engineer

JUNE 2007 - DECEMBER 2010

- Perform maintenance works for IBM e-Server platforms such as p Series/AIX, x Series/Windows, SAN and also system Storage that include an array of various tape libraries used in conventional data backups.
- Performs all phases of installation, sometimes with limited support.
- Coordinated and organized work on site; including personnel management, material handling, reporting, negotiations and discussions with customers etc.
- Built and maintained customer satisfaction through clear, consistent communication and the sharing of collective knowledge.

EDUCATION

Digital Marketing Institute, Ireland — [Professional Diploma in Digital Marketing](#)

JUNE 2018 - NOVEMBER 2018

Unitar, Selangor — Bachelor of IT (Multimedia)

JANUARY 2001 - JANUARY 2005

SMK Seaport, Selangor — Sijil Pelajaran Malaysia (GCE O Levels)

JANUARY 1994 - DECEMBER 1997

PROJECTS

- Standard Chartered Global Business Services Rebranding (Malaysia)
- Fly FM Game Of Clues (survey campaign)
- Fly FM Stripped (acoustic session)
- MH17 Crisis Management
- Malaysia Airlines' website revamp
- Fly FM / Hot FM / One FM website revamp
- Server installation projects for various clients

Hot FM, Selangor – Content Editor

DECEMBER 2005 - JUNE 2007

- Maintained www.hotfm.com.my and was apart of Hot FM's startup team.
- Responsible internal / clients' campaigns for the online platform
- Executing online contests, promotional content and keeping the station's website updated with the current music trends.
- Initiated new content creatively for the station each month in order to sustain listeners' interest and planned thematic campaigns and strategic content for the website throughout the whole year.

CERTIFICATIONS

AdWords Fundamentals

Google

AdWords Mobile Certification

Google

Airline Business Course 100

Malaysia Airlines

Airline Business Course 200

Malaysia Airlines

Sharepoint 2013 for End-user

Microsoft