

MUHAMMAD ZIKRI

BIN IBRAHIM

34 YEARS OLD
22/11/1990

MARKETING MANAGER, DIGITAL MARKETING MANAGER



Address

3-1-8, Bukit OUG Condominium,
KL



Phone

016-640 9910



Email

zikri.ibrahim@outlook.com
jaringandunya@gmail.com



Social Media

zik.q



Profile Info

A digital marketing professional who is looking for a role in managerial position in Marketing Department. Highly creative individual with 10 years of experience in digital and google algorithm such as SEO & SEM. Proven strategy track record. Previously in BMW Setia Alam, I have improved the dealer online recognition by 17%.

Malay ★★★★★

English ★★★★★

My Expertise

Google Ads	S.E.O
Strategies	Training
Website	Social Media
Team Work	Leadership
Creativity	Automation

Education History

Science Physics

2010 - 2011

Malacca Matric College

**Bac. Sc. Human
Development & I.T**
2011 - 2014

University Putra
Malaysia

A fast track foundation
to pursue my degree.

Subject are Biology,
Physics, & Chemistry.

CGPA 2.7

Academic Excellence in
Marketing, Business
Development and I.T.

CGPA 3.1

My Equipment



Adobe Photoshop
Adobe Illustrator
Adobe Premier Pro



Ubersuggest

Adobe After Effect

Google Adword

Google Search Console

Meta Business Suite

Google Analytics

Webmaster

FIGMA

Wordpress

Podcast Distrokid

Work Experience

April 2014 - Aug 2015

Content Analyst

Astro Broadcast Center

Understanding Astro's
policies and guidelines to
filter SMS content that
appear on TV. 100% accuracy
is needed everyday. Liasing
effectively with other team

Sept 2017- Sept 2021

Marketing Executive

Senior Marketing Executive

BMW Setia Alam

Wheelcorp Sdn Bhd

Responsible for a succesful
Facebook & Google Leads
Generation for the Sales
Advisor to cold-call.
Recruiting and interviewing
new hires.
Supervising and coaching
digital marketing department.

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My Social Media



(82K)



(1.2K)



(8K)



(500+)



(200K) Co-founded page @xtraviralmy

Extra Education

- NLP for Marketing,
Akademi NLP (2015)
- Train The Trainer,
Akademi NLP (2016)
- Corporate Identity
(C.I) Training
BMW Malaysia (2020)
- Digital Marketing
Courses
Sekolahx.com (2021)
- Dato Azizan Platinum
Program
Richwork Sdn Bhd (2022)

My Reference

En. Zainal Abidin

Chief Marketing Officer

DIBots IT Solutions

012-469 8186

Mr Kevin Kumar

Marketing Manager

BMW Wheelcorp

017-574 8570

Expected Salary: RM 6,500

Notice Period : 2 month

Work Experience

Sept 2021 - Jan 2023

Strategy & Transformation
Manager

AITO ArtClean Sdn Bhd

Jan 2023 - Present

Branding Cum Social
Media Manager

DIBots Sdn Bhd

A Subsidiary of WVB
Bursa Malaysia
Strategic Partnership

- Developed and implemented a comprehensive SEO strategy to drive organic traffic.
- Successfully managed to rank 5 keywords on the first page of Google search engine and significantly improving website traffic and lead generation.
- ie; Forensic Cleaning, spray anai-anai, cuci tilam
- First time in the company history to get more than a million sales for year 2022
- Managing the marketing performance for **DIBots** and the parent company; **World Vest Base**
- Set up key metric for all social media and website conversion.
- Developed brand guidelines
- Lead the designation and concept for the new corporate website.
- Maintain hands-on work such as email blasting, social media management (create, schedule, publish) for WVB and Dibots as well as monthly reporting.
- Driving lead generation and implementing SEO
- Reaching KPI for social media target within 6 month.
- Biggest achievement when we closed a RM 1 Million deal with Moody's resulting from our marketing initiatives.

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Recipient

To:
Hiring Manager

Date:
16 July 2024

Cover Letter

Dear Human Resource Manager,

With reference to the job vacancy that I'm aware, I wish to apply for a managerial role in your company. I believe with my background and experiences, I'm an excellent fit to work in your marketing department management. I strongly believe by joining your organization, it would give me a chance to develop useful skills that will help me in pursuing my long-term career goals. I hope my application will be considered and I'm always available for an interview session. Lastly, thank you so much for the opportunity.

Hope to hear from you soon

Yours faithfully,

zik