

Muhammad Firhat

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A digital marketing specialist with 5+ years of experience in driving organic traffic, optimising campaigns, and generating leads across the APAC market. Specialise in SEO, SEM, email marketing, and content marketing.

WORK EXPERIENCE

TDCX, on behalf of Google

Kuala Lumpur, MY (On-site)

A BPO company focusing on digital customer experience. Brand handled: Google Ads

Digital Marketing Campaign Consultant

Dec 2023 - now

- Consulting and optimising campaign components including ad assets, bidding strategies, CPC, CPA, etc.
- Creating and implementing campaign strategies, including keyword research and campaign analysis.
- Creating performance reports with recommendations for improvements.
- Implementing new tech automation capabilities to enhance SEM efforts.

WORQ

Kuala Lumpur, MY (On-site)

One of the biggest flexible workspace providers in Malaysia. Market handled: Malaysia.

Assistant Manager, Digital Marketing

Jul 2022 - May 2023

- Project Management: Led website revamp project and managed cross-functional operations with the IT team and external developer team, completed in 2 months, driving a 43% leads increase from organic traffic.
- Product Marketing: Formulated campaigns in the go-to-market strategy for a new product, resulting in an 80% occupancy rate before the launch.
- Paid Social: Increased landing page views on Meta ads by +290% while cutting down cost per result by -87% in 3 months through video campaign strategy.
- SEO: Audited on-page & technical SEO and provided recommendations to the IT team.
- Email Marketing: Led email marketing efforts from maintaining contact lists, and designing drip workflows, to executing the contents.
- Website Management: Managed the UX and content of product pages, orchestrated SEO content strategy and executed cornerstone articles for the blog page.
- Team Management: Supervised interns throughout the onboarding and training sessions, guiding digital marketing topics.

iPrice Group

Kuala Lumpur, MY (Hybrid)

An online product and deal discovery platform in 8 countries. Market handled: Indonesia & Hong Kong.

Senior Executive, Digital Campaign

Apr - Jun 2022

- Spearheaded campaign marketing strategy, generating 48,715 impressions & 328 clicks in 9 days.
- Aided the App Marketing team in formulating an offline internal campaign for the new app, acquiring 213 new users in 2 weeks.
- Managed cross-functional operations with business development, social media, partnerships, digital marketing, and design team for campaign creation and optimisation.

Senior Executive, SEO Content Writer

Oct 2020 - Apr 2022

- Experimented meta title, amplifying ranking position from 9.89 to 5.35 (+46%).
- Converted data of SEO performance metrics (i.e., ranking, conversion rate) into actionable insights, boosting conversion rate by +22% in 14 weeks.
- Perfected product content from different e-commerce categories according to the SEO best practice.
- Managed interns during the onboarding and training sessions, engaging in 1:1 sessions to assess their progress, and conducted training on SEO and content writing.

InCorp Indonesia (formerly Cekindo)

Jakarta, ID (On-site)

A business expansion consulting firm providing end-to-end services. Market handled: Indonesia.

Executive, English Content Specialist

Oct 2019 - Oct 2020

- Revamped email marketing content, generating +463% clicks.
- Streamlined value-proposed copy on website pop-up form, boosting +1,380% in new email subscribers.
- Developed compelling content for social media, email, and offline advertising.
- Built online partnerships for link-building purposes.

Tokopedia

Jakarta, ID (On-site)

The biggest Indonesian digital commerce company. Market handled: Indonesia.

Internship, SEO Content Writer

July – October 2018

- Produced SEO articles on diverse topics (e.g., travel, lifestyle, kids, parenting, and technology), getting 4 articles into Featured Snippet and 4 articles into the first position on SERP.

EDUCATION

State University of Jakarta

Jakarta, ID

B.Lit. in English Literature (GPA 3.84)

Graduation Date: September 2019

- Awards: Scholarship, International Conference Proceedings, Dean's Honors List, Magna Cum Laude.

Asia University

Taichung, TW

Full scholarship to study abroad coursework in Language and Culture.

July – August 2019

SKILLS & INTERESTS

Technical Skills:

- SEO: WordPress, Google Search Console, Google Keyword Planner, Surfer SEO, Ahrefs, SEMRush, Ubersuggest, SE Ranking.
- Performance Marketing: Google Ads, Google Analytics, Meta Ads, LinkedIn Ads, Hubspot.
- Email Marketing: Mailchimp, Autopilot.
- Project Management: JIRA, Trello, Asana, Miro.
- Operations: Google Workspace, Microsoft Office.
- Social Media Management: Hootsuite, Buffer.
- Graphic Design: Canva, Figma, Photoshop, Illustrator, Canva, Premiere Pro.

Language Skills:

- English (Bilingual proficiency)
- Indonesian (Native proficiency)
- Malay (Limited working proficiency)

CERTIFICATIONS

- **Google Ads Search Certification | Google Digital Academy**
Issued Dec 2023 | Credential ID 239106078
- **Learn the Fundamentals of a Google Ads Display Campaign | Google Digital Academy**
Issued Dec 2023 | Credential ID 57183 237417350
- **Search Engine Optimisation 101 | Skill Academy by Ruangguru**
Issued Aug 2021 | Credential ID LQNAAQXGZCQ3XF
- **The Fundamentals of Digital Marketing | Google Digital Garage**
Issued Feb 2021 | Credential ID QP9 2ZY LLB

REFERENCES

- Puay Ling Saw | Marketing Consultant at WORQ | [LinkedIn](#)
- Faza Fauzi | Director of Content & Coupons at iPrice | [LinkedIn](#)
- Abigail Fabiola | Senior SEO Specialist at AirAsia | [LinkedIn](#)