

# Muhammad Khairul Azri Bin Sharuazhan

## Integrated Marketing Manager

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📍 No. 31, Jalan Tar Timur 3A, Taman Anggun Residensi, 48000, Rawang, Selangor, Malaysia

### SUMMARY

Results-driven Marketing Manager with over 7+ years of experience leading marketing strategies that have generated significant growth. Successfully managed campaigns that increased brand visibility and improved customer engagement. Skilled in overseeing cross-functional teams and optimizing marketing funnels, leading to an increase in sales-qualified leads and a boost in online presence.

### CORE COMPETENCIES

Integrated Marketing Strategies	Digital Campaign Management
Funnel Optimization	Content Strategy and Development
Cross-Channel Marketing	Market Research and Analysis
Stakeholder Management	Marketing Automation
Brand Positioning	Project Management

### WORK EXPERIENCE

<b>Integrated Marketing Manager</b> <i>HealthMetrics</i> <ul style="list-style-type: none"><li>Initiated multi-channel marketing strategies that increased brand visibility across digital, social media, and traditional platforms, aligning with business objectives.</li><li>Led cross-functional teams (content creators, designers, digital marketers) to deliver cohesive campaigns, enhancing customer journey engagement.</li><li>Engineered marketing funnels, optimizing lead generation, nurturing, and conversion, resulting in an increase in sales-qualified leads.</li><li>Coordinated product and business launches, managing comprehensive marketing communications to ensure brand consistency and successful market entry.</li><li>Conducted in-depth market research and competitive analysis, refining audience segmentation to improve targeted marketing efforts.</li></ul>	04/2024 – present Subang Jaya, Malaysia
<b>Marketing Communications (MARCOM) Manager</b> <i>HealthMetrics</i> <ul style="list-style-type: none"><li>Orchestrated the planning and execution of marketing campaigns, aligning with brand standards and driving an increase in overall brand engagement.</li><li>Supervised the creation of content across web, email, digital ads, and social media, ensuring consistent messaging and achieving growth in digital reach.</li><li>Collaborated on product launches and internal communications, streamlining marketing efforts with stakeholders to enhance market penetration.</li></ul>	01/2022 – 07/2024 Subang Jaya, Malaysia
<b>Content Designer (Team Lead)</b> <i>HealthMetrics</i> <ul style="list-style-type: none"><li>Directed a content team in producing high-quality digital and offline content, improving user experience and aligning with strategic objectives.</li><li>Crafted and developed websites and landing pages, enhancing user engagement through innovative design and functionality improvements.</li></ul>	08/2020 – 03/2022 Subang Jaya, Malaysia

## Marketing Manager cum Content Designer

Seekers by Job Search Asia

- Spearheaded digital marketing initiatives, including paid advertising and SEO strategies, increasing online presence and lead generation.
- Devised content strategies and designed engaging digital assets, boosting brand visibility and audience engagement.
- Oversaw social media campaigns and community management, maintaining a consistent brand voice across all channels, resulting in an increase in social media followers.

09/2018 – 08/2022

Kuala Lumpur,  
Malaysia

## Senior Content Writer (Marketing)

Trueventus

- Managed content and production departments, ensuring marketing materials met brand guidelines and quality standards.
- Directed online marketing campaigns and email communications, supporting client acquisition across national and international markets, leading to an increase in client engagement.

06/2017 – 09/2018

KL Sentral, Malaysia

## EDUCATION

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### Bachelor of English Language and Literature

International Islamic University Malaysia

Major in Linguistics | CGPA 3.0

2010 – 2014

Selangor, Malaysia

## CERTIFICATIONS

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**SLII® - A Situational  
Approach to Leadership**  
Blanchard

**Webflow Layouts  
Certification Exam**  
Level 1 and 2

**Webflow CMS Certification  
Exam**  
Level 1

**Webflow 101 Certification  
Exam**  
Digital Certification

## TECHNICAL SKILLS

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**Digital Marketing Strategy**

**Funnel Optimization**

**Corporate Branding**

**Content Creation and Management**

**SEO and SEM**

**Web Design**  
Webflow, WordPress, Elementor, Oxygen Builder

**Data Analytics**  
Google Analytics, Microsoft Clarity, Lucky Orange

**Project Management**

**Cross-functional Team Leadership**

**Stakeholder Management**

**Marketing Automation Tools**  
HubSpot, Systeme.io, Manychat