


# SM FAIZAL

*"Seeking a challenging career that utilizes my skills in my area of competence and enriches my knowledge, and gives me a chance to be part of a team that contributes towards the growth of the organization, thereby yielding the twin benefits of job satisfaction and convenient professional growth."*

**Syed Mohd Faizal bin Syed Kuning**

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## PERSONAL PARTICULARS

<b>Address</b>	▪ Bandar Puncak Alam, Selangor
<b>Date of Birth</b>	▪ 1 <sup>st</sup> May 1984
<b>Age</b>	▪ 40 <sup>th</sup> Years
<b>Gender</b>	▪ Male
<b>Marital Status</b>	▪ Married

## PROFESSIONAL EXPERIENCES

Aug  
~  
2023

Now

### MPH BOOKSTORES SDN BHD

**Position:** E-Commerce Manager

**Specialization:** E-Commerce | Performance Marketing | Platform & Marketplace

**Industry:** Retail (Book Industry)

#### Overall Job Function:

Responsible for developing and executing the online sales strategy to drive revenue growth and enhance customer engagement. The ultimate goal is to create a seamless and enjoyable online shopping experience that reflects MPH Bookstores' commitment to fostering a love for reading.

#### Primary Responsibilities:

- E-Commerce Strategy Development:** Create and implement e-commerce strategies to increase online sales, enhance customer engagement, and improve overall site performance.
- Website Management:** Oversee the day-to-day management of the MPH Bookstores website, ensuring product listings are accurate, engaging, and optimized for search engines.
- Digital Marketing:** Develop and execute digital marketing campaigns, including SEO, PPC, email marketing, and social media strategies to drive traffic and conversion rates.
- Customer Experience:** Analyze customer feedback and behavior to enhance the online shopping experience, ensuring a user-friendly interface and seamless checkout process.

5. **Order Fulfillment Monitoring:** Oversee and monitor the fulfillment process to ensure timely and accurate order delivery, coordinating with logistics and warehouse teams to resolve any issues.
6. **Analytics and Reporting:** Monitor and analyze e-commerce performance metrics, generating reports to identify trends, opportunities, and areas for improvement.
7. **Collaboration:** Work closely with merchandising, marketing, and IT teams to align e-commerce initiatives with overall business goals and promotional activities.
8. **Budget Management:** Manage the e-commerce budget, ensuring effective allocation of resources to maximize ROI.

Jan  
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2023

Jul  
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2023

## YBS HOLDINGS SDN BHD

**Position:** Digital Marketing Manager

**Specialization:** Digital Marketing | Marketing Technology | E-Commerce

**Industry:** Retail (Gold | F&B | Hair & Salon Industry)

### Overall Job Function:

Responsible for the plan, development, design, and delivery of effective and efficient digital solutions with the digital marketing strategy to enhance company brand, marketing and sales; covering 3 main subsidiaries of YBS's company:

- YBS Retails Trading Sdn Bhd (Industry: Gold & Jewellery | Brand: Siti Jewels)
- YBS Agro Premiere Sdn Bhd (Industry: Agro Tourism | Brand: Abang Strawberry)
- YBS Healthcare (Industry: Beauty | Brand: KLEO Beauty Spa)

### Primary Responsibilities:

#### 1. Digital Marketing

- Responsible for the ideation, planning, development, execution, optimisation, monitoring and reporting - digital marketing campaign (outbound) and BAU strategy (inbound)- including and not limited to web marketing, digital communications and social media marketing.

#### 2. Marketing Technology (MarTech)

- Responsible for effectively setting up and integrating technology stacks, improving marketing workflow and optimizing automation to fulfill 3 main of digital units:
  - **Digital Experience (DX)** – allow company to connect with customers in a way that is convenient for them.
  - **Digital Asset Management (DAMs)** – To ensure that company's digital assets are properly organized, versioned, and controlled.
  - **Digital Marketing Analytics (DMA)** – Helps us leverage data to uncover actionable insights and improve our marketing returns.

#### 3. E-Commerce

- Responsible for planning, restructuring and development of a new phase of e-commerce platforms and infrastructural plan.

June  
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2020



Oct  
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2022

## NCIG (M) SDN BHD (NSTY Worldwide Sdn Bhd)

**Position:** Digital Platform Manager

**Specialization:** Digital Marketing | Marketing Automation | E-Commerce | CRM

**Industry:** Consumer Goods

### Overall Job Function:

Responsible for the plan, development, design, and delivery of effective and efficient digital solutions with the digital marketing automation strategy to enhance company brand and content distribution; ultimately achieving goals of marketing and business development initiatives.

### Primary Responsibilities:

#### 1. Digital Marketing

- Responsible for the ideation, planning, development, execution, optimisation, monitoring and reporting - digital marketing campaign (outbound) and BAU strategy (inbound)- including and not limited to digital platform, email marketing, SEO, viral marketing, SMS marketing, affiliate marketing and e-commerce promotions.
- Execute and monitor digital marketing funnel for a new product launch, event registration, contests or giveaways, and flash sales - by following Awareness, Interest, Conversion, Loyalty, and Advocacy phases.
- Plan, design and create engaging websites, landing page, sales pages, event registration page, contest page and directory listing page for the use of consumers and customers.
- Responsible for ensuring that the website is easily found by the target audience; through optimising website structure and content for search engines (SEO) drive relevant traffic to the website.
- Define, measures and reports performance of all B2C digital marketing campaigns and assesses against goals (ROI and KPIs).
- Utilises strong analytical ability to evaluate end-to-end customer experience across multiple channels and customer touch points.
- Develops digital marketing staff by providing information, educational opportunities, and experiential growth opportunities.

#### 2. Marketing Automation | Marketing Technology (MarTech) | CRM

- Serving as super-user and product evangelist for a variety of digital tools.
- Responsible for effectively setting up and integrating technology stacks, improving workflow and optimizing automation to fulfill both sales and marketing campaign goals.
- Create and implement digital marketing automation strategies to increase leads, improve campaigns, and build customer databases.
- Create different automated campaigns based on customer's personas and life cycle.
- Maintain Marketing Automation integration with CRM and assist in the integration of additional platforms into the marketing automation software.
- Review and analyze data to identify trends and create data-driven strategies for our marketing projects.
- Responsible for email marketing program development and execution, including segmentation, testing, and deployment, and continually evaluate these for improvements.
- Responsible for the implementation of a CRM system within an organization.

### 3. E-Commerce

- Responsible for managing the e-commerce platforms and infrastructural plan.
- Oversees the end-to-end commercialisation and operationalisation of the E-Commerce business.
- Implement e-commerce strategic and tactical programmes.
- Managing and executing promotional campaigns.
- Manage customer retention and loyalty programmes with the CX Team.
- Providing analysis and reporting on metrics such as weekly/monthly sales by brand, new product sell-through and promo performance.

Jun  
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2019

Mar  
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2020

#### PEOPLELOGY DIGITAL SDN BHD (PEOPLEAPS)

**Position:** Corporate Key Account

**Specialization:** Digital Sales & Marketing

**Industry:** Learning Management System

#### Overall Job Function:

Responsible for growing the company customer base and the sales of learning & training management software products and services, PEOPLEAPS among the SME, GLC, LLC and PLC by leveraging the B2B digital marketing strategies to generating new appointments, new demos and new contracts.

#### Primary Responsibilities:

1. Manage the sales process from Prospecting to Close.
2. Schedule and demonstrate how PEOPLEAPS solutions can best meet customer needs.
3. Influencing and guiding HR leadership on driving change and transformation into their learning environment by digitalizing the L&D ecosystem with PEOPLEAPS.
4. Maintain contact with prospects to develop long term, growing relationships.
5. Learn and maintain in-depth knowledge of PEOPLEAPS product, industry trends and competition.
6. Work closely with internal resources (developers, marketing team and product owners) to develop strategic plans to grow the business.

Apr  
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2019

Jun  
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2019

#### TRUECAPITAL ASIA SDN BHD (INVOICENIAGA)

**Position:** Digital Marketing Manager

**Specialization:** Digital Marketing

**Industry:** Finance Factoring

#### Overall Job Function:

Developing, recruiting, managing and reporting new digital marketing department and strategies; with the goal to bring sales through paid ads (SEM), SEO, Email Marketing, Blog Marketing, and Social Media Marketing as well as driving digital traffic and acquiring leads through creative content.

### Primary Responsibilities:

1. Planning and budgetary control of all digital marketing efforts.
2. Manages a range of digital media including the official website and social media channels, ensuring that design and contents are aligned with business objectives.
3. Oversees planning, delivery and management of all digital campaigns from ideation and execution to monitoring and escalation.
4. Tracking of effectiveness of paid campaigns initiatives and prepare reports.
5. Works closely with the IT department on special key digital projects.

Sep  
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2018

Dec  
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2018

### NEXAI SDN BHD

**Position:** Digital Marketing Specialist

**Specialization:** Mobile App Marketing

**Industry:** Beauty Mobile Apps

### Overall Job Function:

Developing, implementing, managing and reporting new digital marketing growth programs; that enhancing brand awareness of the mobile apps within the digital space as well as driving apps & web traffic and acquiring leads (mobile apps download).

Play a major role in overseeing all technical components of marketing campaigns, include collaborating with marketing and product personnel on promotional strategies, utilize digital marketing strategies (Mobile Marketing, Social Media Marketing, Paid Ads, Web Marketing, Inbound Marketing, ASO & SEO) and evaluating the data to better understand customer engagement and conversion rates.

### Primary Responsibilities:

#### 1. Mobile Marketing

- Develop a mobile marketing strategy for new mobile app to be launch.
- Doing a market analysis to identify the key market, buyer persona and customer trends.
- Identify the right marketing metrics to track and put the right tools in place.

#### 2. App Store Optimization

- Setup an App Store Optimization (ASO) strategy to optimize & improve App discoverability in Google Play & App Store.
- Researching and implementing content recommendations for organic SEO success.

#### 3. Digital Marketing

- Providing relevant content for websites and mobile apps with the keyword research.
- Plan, develop and design the product website and landing page.
- Optimizing individual web pages (On-Page SEO) in order to rank higher.
- Engage the social media audience to build the community.
- Improving brand recognition and trust and ultimately drive mobile apps to download through the online advertising platform.
- Monitoring, collect, analysis, and reporting of mobile app & digital marketing data for purposes of understanding and optimizing app usage.

May  
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2018

Aug  
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2018

## TENEO TECHNOLOGIES SDN BHD (WebLITE)

**Position:** Assistant Digital Marketing Manager

**Specialization:** Digital Marketing (Inbound Marketing)

**Industry:** Web Development

### Overall Job Function:

To help devise and implement integrated inbound marketing strategies to attract qualified prospects and converting them into leads and customers - these entail knowledge of SEO, content marketing, social media and data analysis.

### Primary Responsibilities:

1. **Blog Marketing** - Define blog topics, get the contents from writers, publish it with best practices of SEO, share, monitor and optimize it in order to get found by the right prospective customers.
2. **Content Strategy** - Creating the content marketing strategy and distributing valuable, relevant, and consistent content to attract and retain a clearly defined audience, and ultimately, to drive profitable customer action.
3. **Social Media Marketing** - Responsible for planning, creates and shares the valuable information through Facebook and LinkedIn to build trust and authenticity of the company's brand.

Apr  
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2016

May  
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2018

## PEOPLELOGY GROUP

**Position:** Assistant Marketing Manager (Digital Marketing)

**Specialization:** Digital Marketing & CRM

**Industry:** Training & Consultancy

### Overall Job Function:

Responsible for overseeing the planning, execution and optimization of the digital marketing strategy for PEOPLElogy Group covering: web development as to increase brand awareness & leads generation; digital communications including SEO, Social Media, Landing Page Optimization, Digital Ads, E-Mail Marketing; and translation of marketing campaigns into digital marketing campaigns, analytics and system integration.

### Primary Responsibilities:

#### DIGITAL MARKETING

1. Collaborate with team in planning and implementing comprehensive digital marketing communication plans and activities in order to help enhancing the company brand image and setting positive impact into the sales and marketing plan.
2. Review new technologies and keep the company at the forefront of developments in digital marketing.

3. **Web Design & Development**
  - Design and develop attractive web layout by using CMS Wordpress.
  - Create & maintain responsiveness, functionality and effectiveness of all PEOPLElogy Group websites (6 brands).
  - Collaborate with designers to improve user experience.
4. **Search Engine Optimization (SEO)**
  - Continually work on the Search Engine Optimization of the websites.
  - Be actively involved in SEO efforts (keyword, image optimization etc.).
5. **Social Media Marketing**
  - Plan and monitor the ongoing company presence on social media (Facebook, LinkedIn, Twitter and Youtube).
  - Increase of followers on PEOPLElogy LinkedIn and Facebook via active participation in communities, postings and etc.
  - Launch Facebook Marketing LinkedIn Ads.
6. **Landing Page Optimisation**
  - Develop landing pages for lead nurturing and specific campaign, built product pages and event landing pages.
7. **Digital Ads**
  - Launch optimized online adverts through Google Adwords and LinkedIn Ads for lead generation and event campaign.
8. **E-Mail Marketing**
  - Write copy for html email marketing campaigns
  - Prepare online newsletters and promotional emails and organize their distribution through Email Autoresponder.
9. **Web Analytics**
  - Track, prepare and present timely reports on digital analytics (number of visits to website, page views, average time on website, bounce rate, followers on social media and etc.).
  - Attain key performance indicators such as reducing the website bounce rate (below than 50%) and increasing unique visitors

## **CUSTOMER RELATIONSHIP MANAGEMENT (CRM)**

1. Collaborate with sales & marketing department to implement CRM system solutions.
2. Develop and maintain the CRM platform roadmap (vTiger CRM).
3. Monitoring and controlling access permissions and security, updating the database on sales & marketing activities, and ensuring data accuracy and validity.
4. Consistently doing the housekeeping activities for data efficiency and better performance.
5. Conduct internal training to new users on CRM tools, techniques and business practices.

Apr  
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2012

Apr  
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2016

## **PETAMINDA HOLDING SDN BHD**

**Position:** Marketing Executive (CRM)

**Specialization:** Online & Offline Marketing, CRM and Training Operation Management

**Industry:** Training & Consultancy

### **Overall Job Function:**

Responsible for executing and coordinating marketing operation strategy to achieve profit and sales growth objectives across the agency and direct clients. Strives to consistently enhance the company's competitive position in the marketplace.

### **Primary Responsibilities:**

#### **MARKETING**

1. Drive process and work with sales teams to enforce company and product brand positioning.
2. Determine and coordinate promotional product and services campaigns, communications and messaging to enhance sales. Implement marketing strategies to meet the revenue targets.
3. Contributing design artwork, develop and maintain marketing activities collateral such as: website graphics, product brochures & presentations, bunting & banners with budgets follow up.

#### **DIGITAL MARKETING**

1. Design and develop web layout and production of all online properties such as website advertisements, promotional material such as newsletter, Web banners and Facebook.
2. Track, prepare and present timely reports on digital analytics (number of visits to website, page views, average time on website, bounce rate, followers on social media and etc.).

#### **CUSTOMER RELATIONSHIP MANAGEMENT**

1. Develop relationships with potential and existing customers via email, phone and online community involvement.
2. Provides customer support, up-selling, technical assistance and general relationship management with clients (Government & Private Sectors).
3. Executed loyalty programs that have involved CRM systems, customer databases, email campaigns, website and social media.

#### **TRAINING MANAGEMENT**

1. Provide training tools using various methods, techniques, concepts, learning tools and practices to ensure maximum effectiveness of training programmes.
2. Make sure that all training records are kept in an organized manner and up to date in CRM.



Mar  
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2009

Mar  
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2012

## **MALAYSIAN GENOMICS RESOURCE CENTRE BERHAD (MGRC)**

**Position:** Software Engineer

**Specialization:** CRM, Web & Graphic Designer and Digital Marketing

**Industry:** Bio-informatics

### **Overall Job Function:**

Cover Information Technology aspects in a Marketing Team; including CRM system implementation, Web Design & Development, Graphics Designing for marketing tools, and drive process of digital marketing.

### **Primary Responsibilities:**

#### **CUSTOMER RELATIONSHIP MANAGEMENT (CRM)**

1. Collaborate with other software developers, business analysts and marketing professionals to implement CRM system solutions.
2. Develop and maintain the CRM platform roadmap (vTiger CRM).
3. Customize and integrate existing systems and services into the CRM architecture in order to meet the business needs of the company.
4. Monitoring and controlling access permissions and security, updating the database on customer activities, and ensuring data accuracy and validity.
5. Conduct internal training to users on CRM tools, techniques and business practices.

#### **WEB & GRAPHIC DESIGNER**

1. Creates design prototypes including graphic design, site navigation, and layout of content, for web-based applications.
2. Preparation for advertising, promoting materials and marketing collateral design for marketing campaigns across all distribution channels (print, digital, video).
3. Conceptualize layout design and coding of the websites/webpages development.
4. Update site navigation and continually monitor the website in a proactive manner to ensure that information is accurate, content is current and pages are free of errors.
5. Design and coding the HTML newsletter for email marketing and sales distribution to clients monthly; and testing the HTML newsletter across multiple devices/browsers before launch.

#### **MULTIMEDIA**

1. Manage multimedia, including photo galleries (event/seminar/workshop), and video embedded in Web pages (E-Lecture Video).
2. Responsible on video/audio shooting & editing for E-Lecture video series.
3. Drive process and work with marketing and event management team on video/audio shooting & editing for speakers talk on each company's event and conferences.

Mar  
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2005

Oct  
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2006

#### MiTV CORPORATION SDN BHD

**Position:** Network Representation Editor (*Censorship*)

**Specialization:** Live Video TV Editing

**Industry:** Media @ Communications Services (Broadcasting)

##### Primary Responsibilities:

1. To monitor incoming satellite program for re-transmission.
2. Responsible to touch up live visual/audio from the sources (satellite) using three basic skills in video editing (cut, replace & insert) according to LPF T&C – VHSC (Violent, Horror, Sex, Counter Culture).

Dec  
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2004

Mar  
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2005

#### MAJLIS PERBANDARAN TEMERLOH

**Position:** Industrial Training

**Specialization:** IT/Computer (Software)

**Industry:** Government

##### Primary Responsibilities:

1. Develop a system (Sistem Aduan Berkomputer MPT) by using PowerBuilder and Sybase (database) for MPT and used by residence in Temerloh area.
2. Provide basic networking (LAN) and hardware/software troubleshooting.

## QUALIFICATIONS & CERTICATIONS

2008

IBM Certified Database Associate (DB2 9 Fundamentals) | IBM

2008

BSc. (Hons) **Business Computing** | CGPA: **2.98** | MARA University of Technology (**UiTM**)

##### Major Courses:

- To provide the necessary knowledge in the field of business computing to enhance managerial decision making.
- To provide the exposure to computing and management in the E-commerce environment.
- To understand and analyze business situations from managerial viewpoint as well as to provide feasible business solution.

2005

Diploma in **Computer Science** | CGPA: **2.62** | MARA University of Technology (**UiTM**)

##### Major Courses:

- To provide courses from the abstraction level up until implementation and deployment.
- To cover the basic computing, programming, operating systems, networking, database, as well as Mathematics and English.
- To provide strong and versatile individuals those are capable to cope with the demanding computing work environment.

## EXTRA CURRICULAR ACTIVITIES

### 2007-2008

#### (UiTM Shah Alam)

- Committee Member of BIZCOMP Club for BizComp Sports Day.
- Candidate for NRIC competition (National Research and Innovation Competition), Smart Watch.

### 2002-2005

#### (UiTM Dungun)

- Committee Member of SISKOM Club for Annual Dinner.
- Committee Member of Selling Fest for FESCO (Festival College).
- Committee Member of Scooter Fair & Competition for FESCO.
- Sound Technician for Merdeka Pantomime performance.

## CORE KNOWLEDGE & SKILLSETS

### Digital Marketing Skills

- Inbound & Outbound Marketing, Web Marketing (Design & Dev), On-page & Off-page SEO, Apps Store Optimization (ASO), Blog Marketing, Content Marketing Strategy, Social Media Marketing, Email Marketing, Mobile Marketing, Digital Paid Ads (SEM, FB Ads, LinkedIn Ads), Landing pages Optimization, Keyword Research, Google Search Console, Digital Analytics, Digital marketing planning, Affiliate Marketing, Database Management.

### Digital Platforms

- Wordpress, Shopify, Shoptline, Woocommerce, Upviral, Cartflow, Funnelytics, Canva, GetResponse, Mailchimp, SendInblue, Firebase, Google Webmaster Tool, Google Ads, Google Analytics, Social Media, FB Ads, LinkedIn Manager, Pabbly Connect, Adasms, GoDaddy, Zapier, ContentStudio.

### CRM

- Zoho CRM, Zoho Marketing Automation, Zoho Campaign, Zoho Desk, Zoho SalesIQ, vTiger CRM, Hubspot

### Programming

- HTML & CSS standards.

### Language

- English – good understanding and speaking
- Bahasa Malaysia – very good understanding and speaking

### Soft Skills

- Highly developed, demonstrated teamwork skills.
- Self-motivated and able to work independently with minimal supervision.
- Self-initiative, hardworking, multitasking & adaptable to change.
- Understanding the competitive dynamics of the business environment.

## REFERENCES

### Name

### Position

### Company

### Mobile Phone

### Email

- Mr. Azhar Zainal
- VP of Marketing
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### Position

### Company

### Mobile Phone

### Email

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- amran@nastyworldwide.com