



FAISAL AHMAD

CREATIVE CONTENT AND MARKETING
COMMUNICATION SPECIALIST IN DIGITAL MEDIA

PROFESSIONAL SKILLS

Marketing; analog & digital
Social media strategy
Brand building advisor
Content creation
Market insight
Copywriting
Translation
Blogging

PERSONAL SKILLS

Reader
Honest
Listener
Explorer
Risk-taker
Entrepreneurial
Creative spirited
Experimental mind

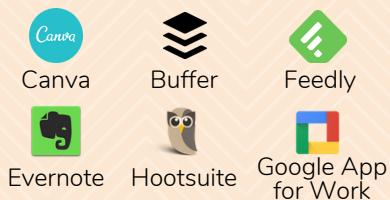
CONTACT

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SOCIAL

 @ahfaiahmad
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DIGITAL ARSENAL



ANECDOTE

Experienced a colourful journey in my career that spans over fourteen years as a construction engineer in the energy sector, a copywriter for two ad agencies, a social media lead in a financial institution to building my own businesses; a performing art induced cafe, a solopreneurship endeavour and a fintech startup.

Currently seeking opportunities to help SMEs and corporations to enable and build a sustainable and scalable marketing process for their business growth

CAREER ODYSSEY

FINTECH STARTUP | SmartTax | Oct 2015 - July 2018

- Co-founder and marketing lead for a cloud-based GST reporting and submission tool
- Built relationship with 30+ SME accounting practitioner across Malaysia and Singapore
- Generated and managed 600+ users across Malaysia and other parts of SEA
- A practitioner of technology to enable teams and small businesses

Realisation: Solid leadership and relationship are essential to any organisation

CORPORATE OFFICE | PruBSN Takaful Bhd | Sep 2012 - Sep 2015

- Social media and digital marketing lead
- Established the groundwork for digital marketing programs and kickstarted a content marketing approach across the organisation
- Graduated the Leadership Development Program in collaboration with Changernomics

Realisation: A corporate tour-of-duty to learn the inner workings of corporations

F&B AND PERFORMING ART | Senyap the Hub | April 2010 - March 2011

- Co-founder and all-rounder - events/ PR/ social media/ service crew team leader
- Featured in Remaja slot on TV9 for efforts in promoting local creative talents
- Organised approximately 50 stage gigs during the 11-month operation
- Built a database of over 120 performers from music, literature, film, stage performers

Realisation: Creative art movement has a huge untapped reserved of talents

ADVERTISING | SpencerAzizul & Spin Communication | March 2008 - Aug 2012

- Malay copywriter and Lead all Malay based marketing campaign for brands like Petronas Dagangan, TNB, Agro Bank, Mamee Food, Perodua, RHB Bank
- Extensively freelancing for international transcreation agencies such as WLT, Mother Tongue, Oliver and Hogarth for brands like Unilever, IKEA, adidas, Spotify, Uber, Emirates
- Built a reach of the written words of more than RM250 million worth of promotions

Realisation: Marketing and communication is the intersection between craft and commerce and it's what binds the different segments of a business together

ENERGY SECTOR CONSTRUCTION | Kencana Petroleum & KEB Ventures | July 2004 - Dec 2006

- Engaged in 2 water pipeline projects for a power plant in Pontian, 40+ km gas pipeline projects in Sitiawan and Perai with metering skids
- Involved in land negotiations and PEC (planning, erection and commissioning)
- Embrace the discipline of planning/ communication with attention to detail

Realisation: Projects executions are messy. Persistent, patients and focus are key elements that move the work forward

TUTELAGE

- Professional Diploma in Digital Marketing | D.M.I | Sep 2016
- Certificate in Copywriting | 95% Academy - Blue Elephant Alumni | 2007-2008
- Bachelor of Engineering (Civil) | UTM | 1999-2004