

# Amir Ariff

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## CAREER SUMMARY

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Growth-obsessed digital marketing & product leader with 15 years' experience turning content-heavy platforms into high-margin, data-optimised products. Have generated RM 20 M+ digital ad revenue and lifted organic engagement up to 200 % through SEO, CRO, CRM, and full-funnel experimentation. Thrive at the intersection of product, marketing, and analytics, leading cross-functional teams to ship, learn, and scale fast.

## WORK EXPERIENCE

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### FWD Insurance

Mar. 2024 – Feb. 2025

*Digital Product Manager*

*Jalan Bangsar, KL*

- Designed and executed comprehensive digital campaigns with rigorous A/B testing and real-time dashboard reporting using Power BI and Looker Studio.
- Increased customer engagement by 25% through targeted marketing automation, CRM, social media strategies, and Meta Ads and Google Ads.
- Developed an AI-powered Raya greeting card with a WhatsApp chatbot, generating 6,000 leads at an average cost of RM7 per lead.
- Managed end-to-end SEO and operations for fwd.com.my, significantly enhancing organic traffic.

### Astro

Feb. 2022 – Mar. 2024

*AVP, Digital Business*

*Bukit Jalil, KL*

- Boosted digital ad revenue 20 % (to RM 17.8 M) and CLV 15 %; launches a personalized content engine on Salesforce Marketing Cloud (Journey Builder & Interaction Studio).
- Scaled and coached a 20-person Agile squad (PM, engineering, UX), delivering a site-speed roadmap that cut Largest Contentful Paint (LCP) by 35 % and accelerated release of high-impact features.
- Directed cross-brand product initiatives for Astro Awani, Stadium Astro, Gempak, Ulagam, and SYOK, standardising analytics and CMS workflows.
- Doubled organic traffic on news portals within 12 months through content expansion, technical SEO, and schema-markup rollout.

### Star Media Radio Group (Suria FM)

Jun. 2020 – Feb. 2022

*Manager, Digital Management & Monetization*

*Petaling Jaya, SGR*

- Increased digital revenue from RM600K to RM1.3M through innovative product development and new monetization channels, including programmatic audio buying for 100M monthly streams.
- Launched *Kedai Suria*, an e-commerce platform that generated RM60K within three months on a minimal RM1K platform budget.
- Initiated podcasts and large-scale musical concert livestreams, driving a 40% increase in audience engagement.
- Tripled organic traffic on suria.my (from 400K to 1.6M) via SEO and growth hack strategies, while doubling app downloads and monthly active users (MAUs) for the Suria FM mobile app.

### Green Packet Berhad (kipleLive)

Feb. 2020 – Jun. 2020

*Senior Associate, Growth Marketing*

*Petaling Jaya, SGR*

- Increased lead volume through targeted B2B campaigns on LinkedIn Ads and YouTube Ads.
- Launched several growth hack initiatives, including an SEO web project for parking prices.
- Implemented HubSpot onboarding and sales automation to support lead nurturing for the sales team.
- Leveraged Google Analytics and Tag Manager for data tracking, analytics, and conversion optimization.

## **Intrix Group**

**Aug. 2019 – Feb. 2020**

*Senior Digital Marketer*

*Petaling Jaya, SGR*

- Increased website traffic by 50% and boosted product sales by 30% through optimized digital strategies.
- Grew social media (FB, IG, LinkedIn) following by 200%, generating over 10,000 qualified customer leads.
- Revamped intrixgroup.com entirely in-house, from the ground up with SEO best practices.

## **Online Marketer & Entrepreneur**

**Jan. 2005 – Aug. 2019**

*Self-employed*

*Remote*

- Generated over USD 1M in digital ad revenue across diverse channels, including SEO, strategic partnerships, and media buying; executed data-driven asset monetization strategies.
- Delivered over USD 150K in profit by optimizing and selling digital assets through brokers and platforms like Flippa, employing a "buy low and sell high" approach.
- Innovated monetization strategies—from programmatic to direct ad sales—resulting in USD 400K+ revenue during 2014–2015.
- Demonstrated proficiency in web development with WordPress and programmatic ad monetization.

## **SKILLS & INTERESTS**

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**Technical Skills:** E-commerce platform development, data analytics (Google Analytics, Tag Manager, Firebase), SEO/SEM strategies, UI/UX design

**Marketing Skills:** Digital marketing, growth hacking, marketing automation, CRM integration

**Soft Skills:** Agile/Scrum methodology, cross-functional team leadership, strategic planning, critical thinking

**Interests:** Digital innovation, educational technology, data-driven decision making, emerging marketing technologies

## **EDUCATION & CERTIFICATES**

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### **Universiti Teknologi MARA**

**2009-2011**

*Diploma in Business Studies (Incomplete)*

*Kota Bharu, KTN*

- Completed coursework in Marketing, Accounting, and Business Management.
- Engaged in student-led business projects and case competitions.
- Transitioned to manage a rapidly growing business, achieving significant milestones in digital marketing and entrepreneurship.

## **CERTIFICATES**

- Fundamentals of Digital Marketing, issued by Google in July 2019 (Credential ID: AW2VJ7P6F)
- Google Analytics for Beginners, issued by Google in November 2019 (expired in November 2022)
- Digital Sales Certification, issued by Google in July 2019 (expired in July 2021) (Credential ID: 35363360)
- SEO Fundamentals Exam, issued by Semrush in July 2019 (expired in July 2020)
- Technical SEO Exam, issued by Semrush in July 2019 (expired in July 2020)
- Introduction to Data Studio, issued by Google