

Amir Ariff

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CAREER SUMMARY

Dynamic digital marketing and product leader with 15 years of experience driving measurable growth and transformation for top-tier brands. Proven expertise in SEO, CRM, data analytics, and innovative digital strategies that have generated over RM1.2M in digital ad sales and boosted engagement by up to 200%. Adept at leading cross-functional teams and managing full-funnel digital initiatives to deliver data-driven solutions that enhance revenue and customer retention.

WORK EXPERIENCE

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 website operations for fwd.com.my, significantly enhancing organic traffic.

Astro

Feb. 2022 – Mar. 2024

AVP, Digital Business

Bukit Jalil, KL

- Orchestrated digital growth strategies that increased ad revenue by 20% to RM17.8M.
- Enhanced user retention by 30% with personalized content recommendations, boosting customer lifetime value by 15% for Astro entertainment and news portals.
- Led a comprehensive digital product transformation roadmap, optimizing mobile performance and site speed.
- Supervised a team of 20+ professionals (product managers, engineers, UI/UX specialists) using Agile/Scrum methodologies.
- Directed SEO initiatives across multiple brands (Astro Awani, Stadium Astro, Gempak, Ulagam, SYOK), doubling organic traffic for Syok.my and StadiumAstro.com.

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 platform budget of RM1K.
- Initiated podcasts and large-scale live streams, driving a 40% rise in audience engagement.
- Tripled organic traffic on suria.my (from 400K to 1.6M) and doubled downloads and monthly active users for the Suria FM mobile app, achieving #7 in the Music category on the App Store.

Green Packet Berhad (kipleLive)

Feb. 2020 – Jun. 2020

Senior Associate, Growth Marketing

Petaling Jaya, SGR

- Reduced the cost per sales-qualified lead by 80% through targeted B2B campaigns.
- Successfully launched kipleLive, contributing to a RM800M market cap gain.
- Implemented HubSpot onboarding and sales automation for lead nurturing while leveraging Power BI for data 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 Instagram following by 200%, generating over 10,000 customer leads.
- Leveraged data-driven insights to refine marketing efforts and enhance customer engagement.

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

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

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