



ABOUT ME

Accomplished professional with a strong track record as a Global Organizer and Ecosystem Community Builder. Proven expertise in supervising and organizing community development programs, including the development of innovative curricula and the evaluation of growth hacking methods for effective lesson planning.

SPECIALIZATION

Digital Marketing



Video Editing (Da Vinci Resolve)



Retail Product Development



Coaching



LANGUAGE



Bahasa Malaysia



English

AWARD BY SCENIC

- Top 30's Individual (2021)**
Contribute Society During COVID19
- Top 30's Organisation (2021) - North Borneo FilmFinity NBF**
Contribute Society During COVID19 by Sabah Creative Economy And Innovation Centre

IRWIN MOHAMAD DAUD KER

COACH DIGITAL MARKETING
SE ECO-SYSTEM COMMUNITY BUILDER

CONTACT

📞 +6011 111 77 110

✉️ askme.enquiry@gmail.com

📍 L-6-2, Aeropod Commercial Square, Kapayan Rd, 88200 Kota Kinabalu, Malaysia

PROFILE

Irwin is an accomplished marketing professional, having earned a Master of Marketing degree from Curtin University. His career highlights include notable contributions to significant projects, notably the Obama campaign.

Upon returning to Borneo, Irwin established "Youth of Labuan" to inspire and mentor local youth, and he founded Marketless International, a company dedicated to equipping young individuals with essential entrepreneurship skills.

Irwin's commitment to nurturing local talent is evident through his co-founding of North Borneo FilmFinity, aimed at promoting and showcasing the creative talents of the region.

In leadership roles, Irwin heads the social and educational efforts in BIMP-EAGA, serves as the President of BOSCO (Borneo Startups Community), and leads the charge at DUML. Irwin's diverse career also includes pioneering work as a personal shopper for renowned international brands. He currently manages the Level Up Academy, a hub accredited for digital marketing excellence by JKM.

Passionate about nurturing social enterprises in Sabah and Labuan, Irwin is dedicated to contributing to the Sustainable Development Goals (SDG) by 2030, with a strong emphasis on empowering local youth.

Irwin's professional journey is characterized by his unwavering commitment to creating a positive impact and fostering a brighter and more promising future for his community.

EDUCATION

2009-2011 **Master In Marketing. MMKT**
Curtin University, Australia

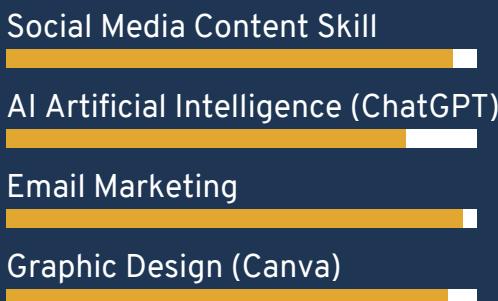
2007-2008 **BCommerce., Finance & Marketing**
University of Technology, Malaysia

2005-2006 **Business Foundation**
Taylor University, Malaysia

AWARD

-  **Director of Hope (2023)**
By FTV & FINAS
-  **Best Project Manager (2018)**
By KRISTAL & FINAS
-  **Best Global Organiser Intern (2013)**
By UAW United Auto Workers (USA)
-  **Best Research Marketing (2011)**
By Curtin University (AUS)
-  **Best Community Ecosystem Builder (2019)**
By MaGIC Malaysia Global Innovation & Creativity Centre
-  **Top Final Startups SE (2022)**
Petronas SEEd.LAB
-  **MARA Consultant (2023)**
on Digital Marketing

DIGITAL MARKETING



GOOGLE APPS



REFERENCE

Dato Sri Hajah Norsiah Abdullah
Director Tunas Rakyat Sdn Bhd
+6010-81 222 81

EXPERIENCE

2012-2013 GLOBAL ORGANISER

United Auto Workers (UAW) Union

- The oldest and second largest union in United States of America.
- Appointed Team Leader handling interns from various countries and backgrounds
- Supervised and evaluated campaigns, ensuring alignment with the company's "Vision of Excellence."
- Assisted in curriculum development and instructional strategies to create an optimal learning environment for team members.
- Managed on-the-ground campaign activities across various projects and communities.
- Played a crucial role in campaigning for Barack Obama's second term in various cities across the USA, including Miami, Detroit, Jackson, Madison, Houston, and Atlanta.

2014-2017 MANAGER

D'One Mart Labuan Sdn Bhd

- Developed competitive business strategies for supermarket and cultivated strong relationships with customers and suppliers.
- Achieved growth and profitability in alignment with shareholders' goals and expectations.
- Effectively supervised and monitored a team of over 50 internal and external staff members.

2017-2020 COMPLIANCE OFFICER

Labuan Liberty Port Management Sdn Bhd

- Operating Labuan Liberty Port, the main cargo hub in Labuan since 1998.
- Managing a team of 100-150 staff, ensuring compliance with safety and company regulations.
- Overseeing various port services, including cargo handling, storage, and transportation.
- Evaluating operations and reporting directly to the CEO and GM.
- Drafting company policies and addressing legal compliance and employee concerns.

2020- FOUNDER & COACH

Level Up Academy

- Accredited Digital Marketing Level 3 for SLDN, PPT by JKM
- MARA Consultant for Digital Marketing & TTT HRDC
- SE Co. support SDG for Youth Development



CURTIN UNIVERSITY OF TECHNOLOGY
BY AUTHORITY OF THE COUNCIL BE IT KNOWN THAT

Irwin Mohamad Daud Ker

HAVING FULFILLED ALL THE REQUIREMENTS IS DULY
ADMITTED TO THE DEGREE OF

MASTER OF MARKETING

AND TO ALL THE PRIVILEGES ATTACHED TO THE SAME.
THE GRADUATION SEAL OF
CURTIN UNIVERSITY OF TECHNOLOGY
WAS HERETO AFFIXED PURSUANT TO A RESOLUTION
OF THE COUNCIL.



Chancellor



Vice-Chancellor

Certificate No. TTT/23199



HResources Sdn Bhd (427231-T)

CERTIFICATION IN TRAINING

This is to certify that

IRWIN MOHAMAD DAUD KER
I.C No : 870718-49-5065

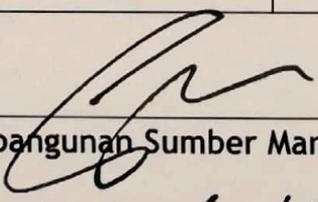
has successfully fulfilled all the assessment requirements for

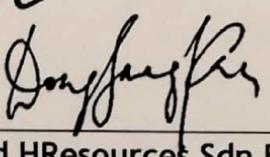
TRAIN THE TRAINER

on 11 - 15 March 2019

at Origin Academy, Puchong.

MODULE CODE	MODULE NAME
CT1	PLAN ADULT LEARNING
CT2	CONDUCT TRAINING NEEDS ANALYSIS (TNA)
CT3	DESIGN COMPETENCY BASED TRAINING PROGRAMME
CT4	CONDUCT COMPETENCY BASED TRAINING PROGRAMME
CT5	ASSESS PARTICIPANT'S COMPETENCE


Pembangunan Sumber Manusia Berhad


Brownland HResources Sdn Bhd

**JABATAN PEMBANGUNAN KEMAHIRAN***Department of Skills Development***KEMENTERIAN SUMBER MANUSIA***Ministry of Human Resources, Malaysia*

ARAS 7-8, BLOK D4, KOMPLEKS D,
PUSAT PENTADBIRAN KERAJAAN PERSEKUTUAN,
62530 PUTRAJAYA, MALAYSIA

Telefon : 03-8886 5000

Faks : 03-8889 2423

Email : jpk@mohr.gov.my

Website : www.dsd.gov.myID Rujukan Personel : **805911**Tarikh : **11 May 2023****IRWIN MOHAMAD DAUD KER****870718495065**

77 KG Gersik Baru, pobox 81858, 87028 WP Labuan
87028 LABUAN
WILAYAH PERSEKUTUAN LABUAN

PERAKUAN SEBAGAI PERSONEL SISTEM PERSIJILAN KEMAHIRAN MALAYSIA (SPKM) JPK

Dengan hormatnya merujuk kepada perkara tersebut di atas.

2. Sukacita dimaklumkan Mesyuarat Pentaulahan Personel SPKM pada **11 May 2023** telah bersetuju memperakukan tuan/puan sebagai Personel SPKM di Pusat Bertauliah JPK (**X01154** :) seperti maklumat berikut :

Nama	: IRWIN MOHAMAD DAUD KER
No. KP	: 870718495065
Jawatan	: Pengurus Pusat Bertauliah SLDN (PPB-SLDN)
Tempoh Perakuan	: 11 May 2023 - 10 May 2026

3. Perakuan ini adalah sah digunakan di PB berkenaan untuk tempoh ditetapkan. Manakala pelaksanaan sebagai personel pentaulahan adalah tertakluk kepada syarat dan peraturan pentaulahan yang ditetapkan oleh Sistem Persijilan Kemahiran Malaysia. Tuan/Puan dikehendaki membuat permohonan untuk mengemaskini perakuan sekiranya terdapat pindaan maklumat Personel atau PB.

4. Diharap dengan perakuan ini tuan/puan akan lebih komited dan bertanggungjawab untuk melaksanakan Sistem Persijilan Kemahiran Malaysia (SPKM) mengikut syarat-syarat yang telah ditetapkan oleh JPK.

"BERKHIDMAT UNTUK NEGARA"

Ketua Pengarah

Jabatan Pembangunan Kemahiran

Kementerian Sumber Manusia

Nota:

Surat ini adalah janaan komputer dan tidak memerlukan tandatangan

**JABATAN PEMBANGUNAN KEMAHIRAN***Department of Skills Development***KEMENTERIAN SUMBER MANUSIA***Ministry of Human Resources, Malaysia*

ARAS 7-8, BLOK D4, KOMPLEKS D,
PUSAT PENTADBIRAN KERAJAAN PERSEKUTUAN,
62530 PUTRAJAYA, MALAYSIA

Telefon : 03-8886 5000

Faks : 03-8889 2423

Email : jpk@mohr.gov.my

Website : www.dsd.gov.my

ID Rujukan Personel : **805917**Tarikh : **11 May 2023****IRWIN MOHAMAD DAUD KER****870718495065**

77 KG Gersik Baru, pobox 81858, 87028 WP Labuan
87028 LABUAN
WILAYAH PERSEKUTUAN LABUAN

PERAKUAN SEBAGAI PERSONEL SISTEM PERSIJILAN KEMAHIRAN MALAYSIA (SPKM) JPK

Dengan hormatnya merujuk kepada perkara tersebut di atas.

2. Sukacita dimaklumkan Mesyuarat Pentaulahan Personel SPKM pada **11 May 2023** telah bersetuju memperakukan tuan/puan sebagai Personel SPKM dengan **LULUS BERSYARAT** di Pusat Bertauliah JPK (**X01154** :) seperti maklumat berikut :

Nama	: IRWIN MOHAMAD DAUD KER
No. KP	: 870718495065
Jawatan	: Pengajar SLDN (Pengajar SLDN)
Bahagian	: 731-Advertising
Program	: M731-001-3:2021 : Operasi Pemasaran Digital
Tempoh Perakuan	: 11 May 2023 - 10 May 2025
Ulasan Panel	: i. Untuk kelulusan penuh, personel dikehendaki menghadiri Kursus NDTs Trainer Training Programme. ii. Telah mengemukakan surat lantikan dan setuju terima lantikan sebagai Pengajar SLDN di LEVEL UP ACADEMY.

3. Perakuan ini adalah sah digunakan di PB berkenaan untuk tempoh ditetapkan. Manakala pelaksanaan sebagai personel pentaulahan adalah tertakluk kepada syarat dan peraturan pentaulahan yang ditetapkan oleh Sistem Persijilan Kemahiran Malaysia. Tuan/Puan dikehendaki membuat permohonan untuk mengemaskini perakuan sekiranya terdapat pindaan maklumat Personel atau PB.

4. Diharap dengan perakuan ini tuan/puan akan lebih komited dan bertanggungjawab untuk melaksanakan Sistem Pensijilan Kemahiran Malaysia (SPKM) mengikut syarat-syarat yang telah ditetapkan oleh JPK.

"BERKHIDMAT UNTUK NEGARA"

Ketua Pengarah

Jabatan Pembangunan Kemahiran

Kementerian Sumber Manusia

Nota:



JABATAN PEMBANGUNAN KEMAHIRAN KEMENTERIAN SUMBER MANUSIA

Dengan ini disahkan bahawa

IRWIN MOHAMAD DAUD KER
(870718495065)

telah menghadiri

INDUKSI SISTEM LATIHAN DUAL NASIONAL (SLDN)

Pada

05-09-2022 hingga 05-09-2022

Anjuran

PUSAT LATIHAN PENGAJAR DAN KEMAHIRAN LANJUTAN (CIAST)





JABATAN PEMBANGUNAN KEMAHIRAN KEMENTERIAN SUMBER MANUSIA

Dengan ini disahkan bahawa

IRWIN MOHAMAD DAUD KER
(870718495065)

telah menghadiri

NDTS COACH TRAINING PROGRAMME

Pada

20-03-2023 hingga 23-03-2023

Anjuran

PUSAT LATIHAN PENGAJAR DAN KEMAHIRAN LANJUTAN (CIAST)



240943



JABATAN PEMBANGUNAN KEMAHIRAN KEMENTERIAN SUMBER MANUSIA

Dengan ini disahkan bahawa

IRWIN MOHAMAD DAUD KER
(870718495065)

telah menghadiri

NDTS TRAINER TRAINING PROGRAMME

Pada

15-05-2023 hingga 18-05-2023

Anjuran

PUSAT LATIHAN PENGAJAR DAN KEMAHIRAN LANJUTAN (CIAST)



251578

Sijil Penyertaan

Adalah dengan ini disahkan bahawa

IRWIN MOHAMAD DAUD KER

Telah menyertai dengan jayanya program

**Facebook Ads for Intermediate
(Online)** Tarikh: 9–10 September 2020

Firdaus

Muhd Firdaus Bin Azharuddin
Ketua Pegawai Eksekutif
Institut Keusahawanan Negara Berhad

An Agency Under The Purview Of :





Sijil Penyertaan

Adalah dengan ini disahkan bahawa:

IRWIN MOHAMAD DAUD KER

Telah menyertai dengan jayanya program

Online Onboarding Coaching (E-Board) Program

April 2021 - Julai 2021

Firdaus

Muhd Firdaus Bin Azharuddin
Ketua Pegawai Eksekutif

Institut Keusahawanan Negara Berhad

An Agency Under The Purview Of:





Certificate of Participation

This certificate is presented to

IRWIN MOHAMAD DAUD KER

For participating

Kursus Asas Keusahawanan Sosial (KAK Se)

Date: 15- 16 January 2021

Firdaus

Muhd Firdaus Azharuddin
Chief Executive Officer
Institut Keusahawanan Negara Berhad





Certificate of Participation

This certificate is presented to

IRWIN MOHAMAD DAUD KER

For participating

**Expanding Your Sales using Dropship,
Agent & Stockist(Online)**

Date: 12-13 January 2021

Muhd Firdaus Azharuddin
Chief Executive Officer
Institut Keusahawanan Negara Berhad





Certificate of Participation

This certificate is presented to

IRWIN MOHAMAD DAUD KER

For participating

Latihan Asas Industri (INBT): Bisnes Pusat Tuisyen

Date: 15th – 17th of July 2022

Muhd Firdaus Azharuddin
Chief Executive Officer
Institut Keusahawanan Negara Berhad

Empowered by:





Certificate of Participation

This certificate is presented to

IRWIN MOHAMAD DAUD KER

For participating

Google Tools Set (Online)

Date: 23-24 February 2021

Muhd Firdaus Azharuddin
Chief Executive Officer
Institut Keusahawanan Negara Berhad



