

MUHAMMAD KAMAL HJ KIFLI

Digital Marketing Specialist

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SUMMARY

I am a highly motivated and adaptable professional with robust marketing skills and diverse experience in digital marketing, brand visibility, and content creation. I aim to leverage my strong marketing skills, visual communication expertise, and proactive approach to make a significant contribution wherever i plant foot into.

EXPERIENCE

Administrative Secretary (FAC/212 - Finance)

Brunei Shell Petroleum Co. Sdn. Bhd.

- Played a key role in organizing and maintaining financial records, ensuring smooth document retrieval and compliance.Improved workflow efficiency by introducing a structured filing system.

Digital Marketing Analyst

BUE Enterprise

- Integrated AI tools into digital marketing strategies, significantly improving workflow efficiency.
- Implemented data-driven decision making to enhance campaign performance.

Visual Marketing Assistant

The Kugelblitz

- Created compelling visual content that effectively conveyed brand identity.
- Enhanced communication through strategic visual campaigns.

Marketing & Design Administrator

BTHC Moshware

- Developed impactful marketing materials that enhanced brand visibility.
- Collaborated with cross-functional teams to boost customer engagement.

IT Support Analyst

CIC Environmental Services Sdn Bhd

- Provided timely technical support, ensuring minimal disruption to daily operations.Assisted in transitioning office systems to a cloud-based platform for better accessibility and security.

Logistic Operation Supervisor

Brunei LNG Sdn Bhd

- Monitored and maintained plant operations with strict adherence to safety protocols. Assisted in streamlining plant procedures, leading to more efficient workflows.

Hoisting Equipment Rigger

Megalift Sdn Bhd

- Maintained high safety standards in equipment handling, preventing operational hazards.

EDUCATION

Level 5 Diploma in Network and Security

Politeknik Brunei

Brunei

7 O Levels in Pure Science

SMPW KB

Brunei

STRENGTHS

☆ Analytical Thinker

Strong analytical skills for marketing data interpretation.

⚡ Deadline Oriented

Proven ability to work under pressure and meet tight deadlines.

☆ Creative Thinker

Creative approach to problem-solving and content creation.

KEY ACHIEVEMENTS

🚩 AI Integration in Marketing

Successfully integrated AI tools into marketing strategies that improved workflow efficiency by over 30%.

💡 Successful Marketing Campaign

Developed a comprehensive marketing campaign that increased brand engagement by 25%.