



MUHAMAD IRFAN

Digital Marketing

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PROFESSIONAL SUMMARY

Results-driven Digital Marketing with an experience at Perbadanan Kemajuan Negeri Selangor (PKNS) specializing in social media management, digital campaign execution, and brand growth strategies. Proven ability to manage multi-platform content across TikTok and Facebook, achieving a 45% increase in brand awareness by leveraging analytics to optimize performance and deliver measurable results. Experienced in generating qualified leads, strengthening brand visibility, and supporting revenue growth through data-driven marketing initiatives.

EXPERIENCE

Freelance Sales & Marketing

Larasuka Coffee Aug 2025 - Present

- Managed and executed social media strategies across TikTok, Instagram, and Threads to increase brand awareness and engagement.
- Produced short-form video content and daily Instagram Stories, contributing to a 45% increase in engagement.
- Created and executed promotional campaigns to drive inquiries and sales.
- Generated 30+ qualified leads and secured 20+ bookings for corporate and private events.
- Implemented TikTok SEO strategies to improve organic reach.
- Achieved 150,000+ Instagram account views within 3 months through organic content strategy.
- Increased online visibility with 1,965 website views and 378 Google Business views within three months.

Digital Marketing Intern

Perbadanan Kemajuan Negeri Selangor (PKNS) Sep 2024 - Aug 2025

- Fully managed TikTok and Facebook accounts to promote property listings and strengthen brand engagement.
- Improved brand engagement by 65% through structured content planning and audience targeting.
- Executed TikTok Ads campaigns to enhance reach and visibility.
- Led and coordinated 30+ sales staff for content creation initiatives.
- Generated 50+ qualified property leads organically without paid advertising.
- Produced viral TikTok video achieving 54,700+ views targeting property buyers.

Digital Marketing Project Lead

RZL ASIA Travel & Tours Nov 2023 - Jan 2024

- Led a digital marketing project to improve social media engagement.
- Planned and executed digital marketing strategies across Instagram, TikTok, and Facebook.
- Managed paid advertising campaigns on social media platforms.
- Achieved 70% audience engagement through video marketing strategy.
- Increased account growth by gaining 300+ followers within three weeks.

Founder

CSMT.MY, Online Clothing Business Jun 2022 - Apr 2024

- Managed and optimized paid advertising campaigns on Instagram.
- Achieved 109,000 audience engagements within 28 days.
- Collaborated with influencers for promotional campaigns.
- Designed digital advertisements contributing to a 60% increase in Raya campaign sales.

EDUCATION

Bachelor of Digital Marketing with Honours

Universiti Teknologi Mara (UiTM)

- CGPA 3.63 (First Class Degree)
- Dean List award on Semester 2, 5 and 6
- Committee of Corporate Social Responsibility (CSR)

Mar 2023 - Sep 2025

Segamat, Johor

Diploma in Business Studies

Universiti Teknologi Mara (UiTM)

- GPA 3.11
- Dean List award on Semester 2

Oct 2020 - Feb 2023

Kota Kinabalu, Sabah

SKILLS

- Digital Marketing: Social Media Marketing, Content Marketing, Video Marketing, Email Marketing
- Advertising: TikTok Ads, Instagram Ads, Digital Display Ads
- Analytics & Tools: Google Business, TikTok Studio, Data Analytics
- Creative: Canva, CapCut, Basic Photo & Video Editing
- Other: Copywriting, CRM, UX & Web Design, AI & Automation Tools

CERTIFICATIONS

Google Ads Search Certification – Google, 2026 (in progress)

Digital Freelancing in Linguistic & Writing Workstream – MDEC, July 2025

OTHER INFORMATION

- Languages: Malay (Native), English (Proficient)
- Activities: Actively participated in the university's Corporate Social Responsibility (CSR) programme and the Service Learning Malaysia (SULAM) initiative.

REFERENCES

DR NORSHAHNIZA BINTI SAHARI

Senior Lecturer, Faculty of Business and Management

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HAJI ISHAK BIN HASHIM

Senior Sales Manager, Perbadanan Kemajuan Negeri Selangor (PKNS)

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