

Hasib Azahari

BUSINESS DEVELOPMENT &
DIGITAL MARKETING EXPERT

EXECUTIVE PROFILE

Results-driven business growth & marketing strategist, with 10+ years of experience scaling brands and accelerating revenue growth.
Specialized in full-funnel customer acquisition, paid media optimization (Meta, Google, TikTok), and strategic partnerships. Demonstrated success in scaling customer pipelines, maximizing ROI, and leading high-performing teams.

PROVEN IMPACT

| 10+ years of experience handling client marketing |
| 30+ total clients with 5-star reviews |
| RM20 million+ total sales generated for clients |
| RM5 million+ marketing budget managed |

CONTACTS

+6010- 818 5338

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hello@hasibazahari.my

https://hasibazahari.my

CORE COMPETENCIES

BUSINESS DEVELOPMENT & SALES

- Strategic Planning
- B2B & B2C Lead Generation
- Corporate Client Relations
- Revenue Generation
- CRM & Pipeline Management
- Sales Forecasting

DIGITAL STRATEGY & FUNNEL BUILDING

- Landing Page Optimization
- WhatsApp API Automation
- Email Marketing
- Omni-channel Content Strategy
- Marketing Automation & CRM Integration

PERFORMANCE MARKETING

- Meta Ads Management
- Google Ads (Search/Display/YouTube)
- TikTok Ads & GMV Max Strategies
- Whatsapp / Landing Page Lead Generation
- Conversion Rate Optimization (CRO)
- A/B Testing
- Campaign Analytics (ROAS/ROI)

LEADERSHIP & OPERATIONS

- Cross-functional Team Leadership
- Project Management
- Budget Planning & Optimization
- Stakeholder & Vendor Management
- Training

HOW I CAN CONTRIBUTE TO UniKL MESTECH

1) COMMERCIAL GROWTH & REVENUE DEVELOPMENT

Business development, revenue planning, consultative engagement, proposal development, account growth, commercial negotiation and customer retention.

2) ENROLMENT & DEMAND GENERATION

Student and corporate learner acquisition, B2B lead generation, audience targeting, paid media, content strategy, lead nurturing, retargeting, landing pages and conversion optimisation.

3) MARKET & OPPORTUNITY DEVELOPMENT

Market research, competitor analysis, audience insights, opportunity assessment, programme positioning, value proposition development and go-to-market planning.

4) PARTNERSHIPS & STAKEHOLDER ENGAGEMENT

Corporate and industry partnership development, client relationship management, vendor coordination, community engagement and communication with internal and external stakeholders.

5) CAMPAIGN OPERATIONS & PERFORMANCE MANAGEMENT

Project planning, budget control, cross-functional team leadership, CRM workflows, marketing automation, KPI monitoring, performance reporting and systematic follow-up.

WORKING EXPERIENCE

Freelance Marketer | HA Infinite Marketing & Consultancy | Nilai
April 2019 - Present (7 years, 5 months)

- **Strategic Partnerships:** Secured and managed digital marketing and lead generation campaigns for major institutional and corporate clients including Universiti Kebangsaan Malaysia (UKM), Lembaga Tabung Haji, PKNS, PR1MA, and Worldwide Holdings.
- **Revenue Generation**: Successfully managed RM1 million+ annual ad budgets, generating over RM20 million in total client sales across 30+ portfolios.
- **Lead Generation & Funnels:** Architected high-converting B2B and B2C sales funnels, generating up to 2,500+ qualified leads per month for specific client campaigns.
- **Team Leadership:** Built and directed a 7-member cross-functional team (Project Managers, Developers, Creatives) with highly systematic workflows.
- **Client Management:** Conducted regular client engagement, performance reporting, and business pitching, maintaining a 92% client retention rate.

WORKING EXPERIENCE

Lead Marketer | Khalifah Islamic Digital Sdn Bhd | Kajang
Jan 2020 - March 2024 (4 years 2 months)

- **Campaign Management:** Led advertising activities and content development, focusing on high-impact crowdfunding and community-centric campaigns.
- **Key Achievement:** Orchestrated successful crowdfunding campaigns for institutional clients like Yayasan Islam Darul Ehsan (YIDE), achieving a 4.61X ROAS and collecting RM147,570 within 90 days.
- **Operational Leadership:** Managed company operations with 17 team members, establishing systematic workflows and SOPs.

Digital Marketing Executive | Azamin Idea Ventures | Bangi
January 2019 - December 2019 (1 year)

- **Budgeting & Strategy:** Responsible for the planning and budgetary control of all digital marketing initiatives across multiple client accounts.
- **Omni-channel Execution:** Developed and managed integrated campaigns across Facebook, Instagram, LinkedIn, and Google AdWords.

WORKING EXPERIENCE

Digital Marketing Executive | Airaz Technologies Sdn Bhd | Cyberjaya
October 2017 - December 2018 (1 year 2 months)

- **Campaign Management:** Managed the entire digital marketing function and led the creative team for a fashion e-commerce brand, optimizing campaigns to consistently meet business KPIs.
- **Campaign Execution & Monitoring:** Executed multi-platform campaigns across Facebook, Instagram and Google Ads. Monitored campaign performance and optimized to achieve business KPIs.

Social Media Executive | Learning Edge Consultants | Kuala Lumpur
June 2015 - August 2017 (2 years 2 months)

- **B2B Lead Generation:** Developed and executed targeted B2B lead generation campaigns specifically for corporate training and HR development programs.
- **Corporate Engagement:** Built and managed social media presence across LinkedIn, Facebook, and Instagram to target and engage corporate decision-makers.
- **ROI Optimization:** Analyzed campaign data and adjusted strategies to maximize ROI and meet the organization's training enrollment goals.

CORPORATE TRAINING EXPERIENCE

The following are the training programs I have conducted to upskill corporate teams and industry professionals:

- **Lembaga Tabung Haji (2023)**: *Paid Media Strategy & Social Media Management Masterclass.*
- **Cardock Academy (2022):** *High-Impact Content Creation & Digital Storytelling Workshop.*
- **Biotropics Malaysia Berhad (2021):** *Facebook Advertising & Conversion Rate Optimization (CRO).*
- **Media Prima (2016):** *Social Media Monetization & Digital Asset Commercialization Strategy.*
- **KIA Malaysia (2016):** *B2C Lead Generation & Sales Acceleration via Facebook Platforms.*

TECHNICAL PROFICIENCIES

Social Media & Advertising Platforms:

Meta Business Suite, Meta Ads Manager, Instagram Business Tools, TikTok Ads Manager, TikTok Creator Tools, Google Ads, Google Analytics, Google Data Studio/Looker Studio

Creative & Content Tools:

Canva Pro, CapCut Pro, Adobe Illustrator (Basic), Adobe Photoshop (Basic), Figma (basic)

Analytics & Reporting:

Microsoft Excel (Advanced - Pivot Tables, VLookup, Macros), Google Sheets, Meta Analytics, SEMrush, Ahrefs

Web Development & Design:

WordPress, Elementor Pro, Thrive Architect, HTML/CSS, GT Metrix

Marketing Automation & CRM:

HubSpot, Zapier, Make.com (Integromat), WhatsApp Business API, Mailchimp, ActiveCampaign, Getresponse, Calendly, Whatsapp broadcasting (Wabot.my, Wasapbot.my. Murpati.com)

Project Management:

Trello, ClickUp, Slack, Microsoft Teams, Google Workspace

AI & Automation Tools:

ChatGPT (Work & Codex), Claude, Gemini, Midjourney, Agentic AI & Automation Structure.

EDUCATION & PROFESSIONAL CERTIFICATIONS

Certified HRDF Train The Trainer | Cert No: TTT/15319 | 2016

Meta Certified Media Planning Professional | Meta Blueprint | 2023

Google Analytics Individual Qualification (GAIQ) | Google | 2024

Bachelor of Science With Honours (Genetics) | Universiti Kebangsaan Malaysia | 2003

LANGUAGES

Bahasa Melayu - Native proficiency

English - Full professional proficiency (written & spoken)

BRANDS I'VE MANAGED

MyCar
"Trusted E-Hailing App"

Universiti Kebangsaan Malaysia
The National University of Malaysia

PKNS

PRIMA
RUMAHKU, KOMUNITIKU

TABUNG HAJI

HIBAH

YAYASAN ISLAM DARUL EHSAN

biotropics MALAYSIA
Verified herbal actives

nu-prep

Think Quran

media prima

AL ANSAR IBS

PROMELIN

HERS CARPENTRY

INNERSEJUK

HEMICO

LearningEdge

MISG GLOBAL

Annona
BIRD'S NEST

VITAMIN C SERIES by Annona

AutoROADTAX
PERTAMA DI MALAYSIA

WORLDWIDE HOLDINGS

suria
GIANT HVLS FAN

signboard malaya

KIA

SKINVALET

BLACK

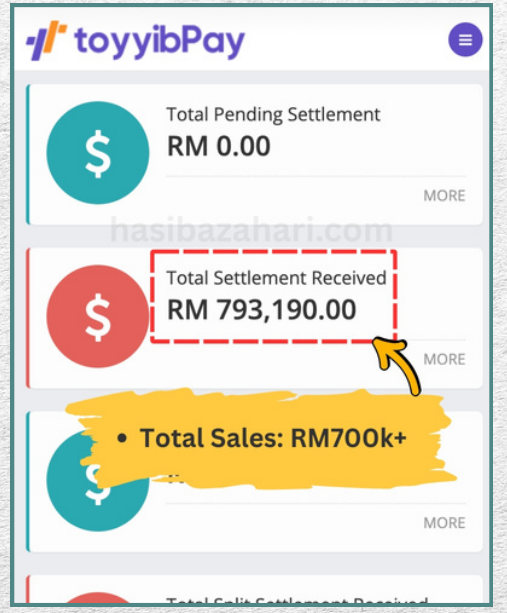
IKANSALMON.MY
PREMIUM SALMON & SEAFOOD

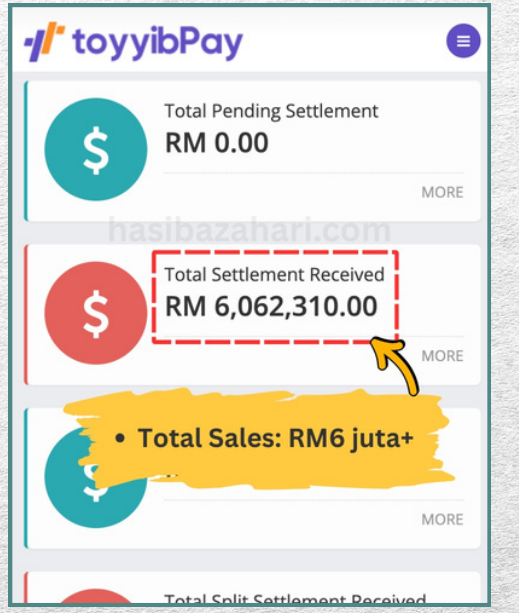
AL-ISLAH

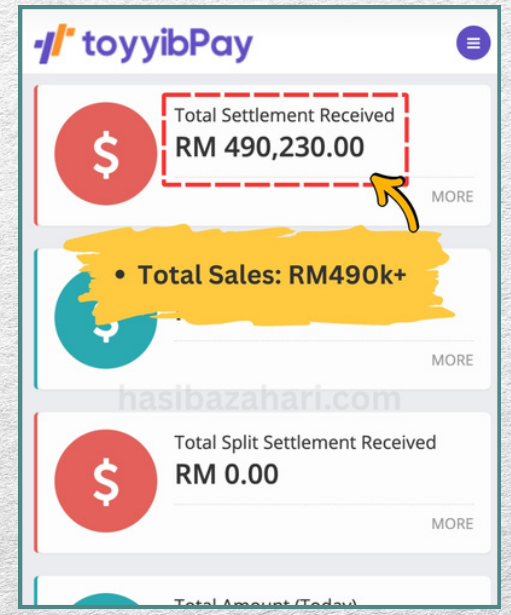
BAITURRAHMAN
ALAM SARI

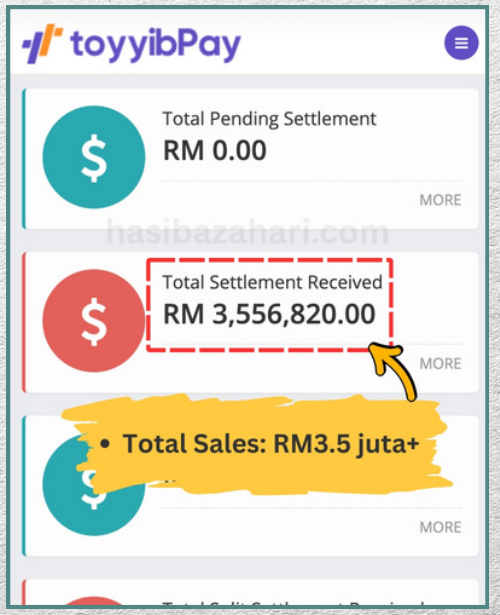
SAMA سام
TRAVEL & TOURS

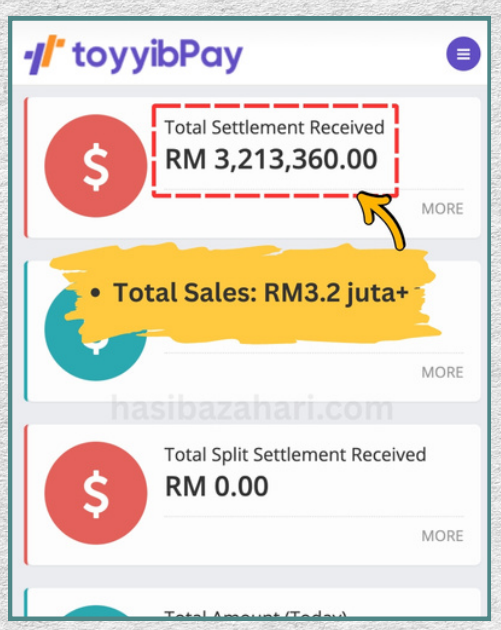
MY PORTFOLIO (SALES)

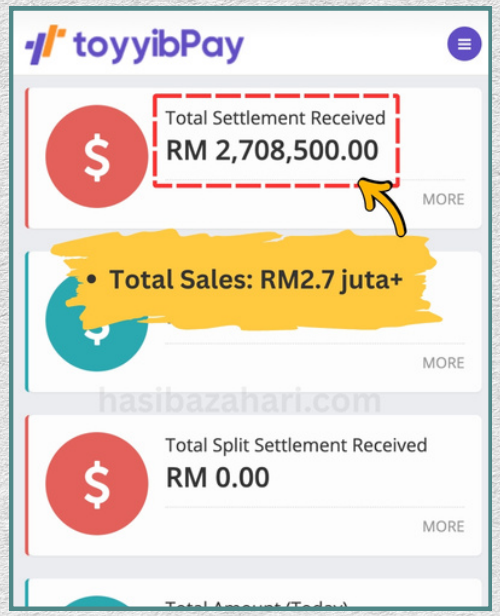


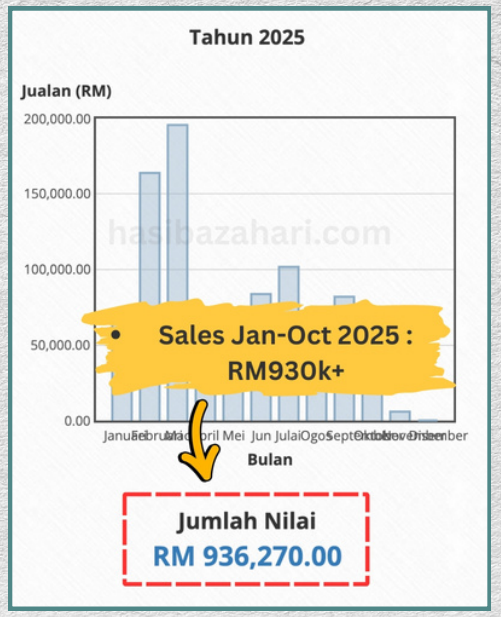






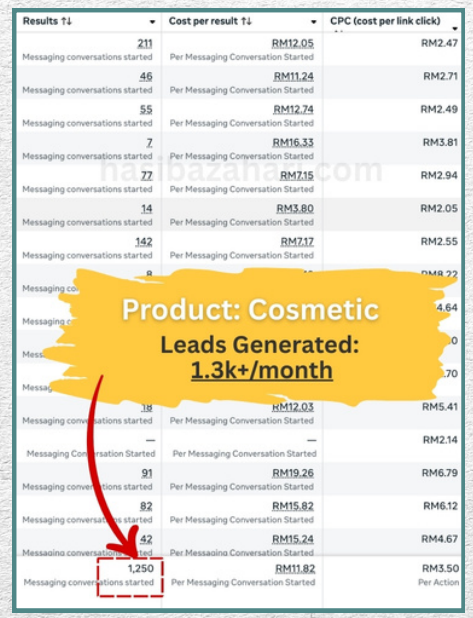








MY PORTFOLIO (LEADS)



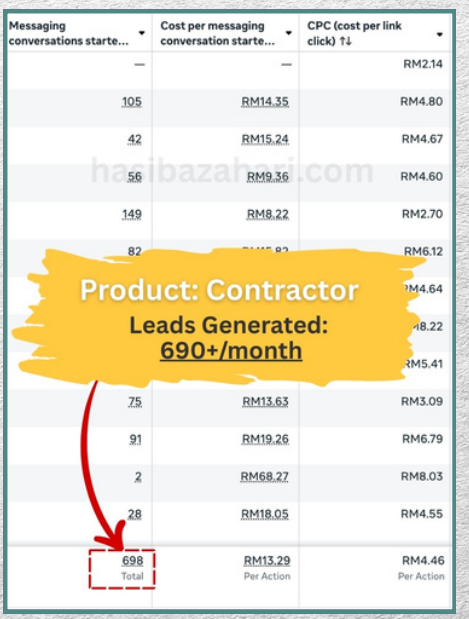
Results	Cost per result	CPC (cost per link click)
211 Messaging conversations started	RM12.05 Per Messaging Conversation Started	RM2.47
46 Messaging conversations started	RM11.24 Per Messaging Conversation Started	RM2.71
55 Messaging conversations started	RM12.74 Per Messaging Conversation Started	RM2.49
7 Messaging conversations started	RM16.33 Per Messaging Conversation Started	RM3.81
77 Messaging conversations started	RM7.15 Per Messaging Conversation Started	RM2.94
14 Messaging conversations started	RM3.80 Per Messaging Conversation Started	RM2.05
142 Messaging conversations started	RM7.17 Per Messaging Conversation Started	RM2.55
18 Messaging conversations started	RM12.03 Per Messaging Conversation Started	RM5.41
— Messaging Conversation Started	— Per Messaging Conversation Started	RM2.14
91 Messaging conversations started	RM19.26 Per Messaging Conversation Started	RM6.79
82 Messaging conversations started	RM15.82 Per Messaging Conversation Started	RM6.12
42 Messaging conversations started	RM15.24 Per Messaging Conversation Started	RM4.67
1,250 Messaging conversations started	RM11.82 Per Messaging Conversation Started	RM3.50 Per Action



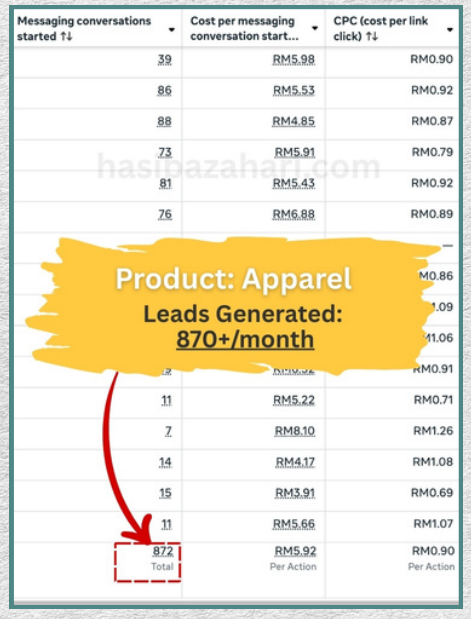
Results	Cost per result	CPC (cost per link click)
11	RM7.63	RM0.64
8	RM10.45	RM0.60
5	RM16.04	RM0.60
6	RM14.89	RM0.65
11	RM8.07	RM0.77
9	RM10.12	RM0.76
6	RM15.54	RM0.65
		RM0.80
		RM0.79
		RM0.49
		RM0.67
		RM0.62
8	RM10.09	RM0.56
7	RM11.94	RM0.67
8	RM10.48	RM0.78
15	RM5.66	RM0.76
7	RM11.28	RM0.72
14	RM5.97	RM0.85
8	RM10.54	RM0.75
478 Messaging conversations started	RM8.93 Per Messaging Conversation Started	RM0.91 Per Action



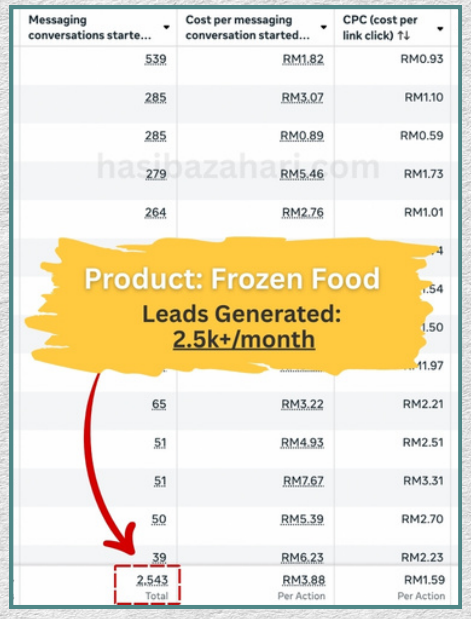
Messaging conversations started	Cost per messaging conversation start...	CPC (cost per link click)
13	RM5.75	RM1.01
37	RM2.01	RM0.71
25	RM2.96	RM0.59
31	RM2.19	RM0.61
29	RM2.70	RM0.69
14	RM5.56	RM0.85
		0.72
		0.93
		0.77
		0.84
14	RM4.95	RM0.92
16	RM4.86	RM0.98
25	RM3.18	RM1.06
10	RM7.69	RM1.11
26	RM2.91	RM0.95
2,557 Total	RM4.36 Per Action	RM0.77 Per Action



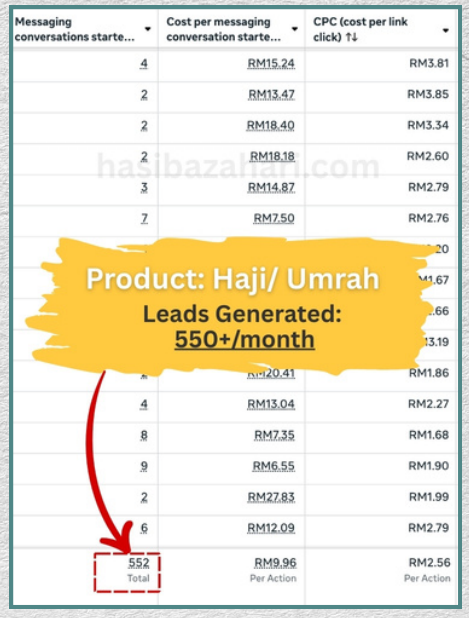
Messaging conversations starte...	Cost per messaging conversation starte...	CPC (cost per link click)
—	—	RM2.14
105	RM14.35	RM4.80
42	RM15.24	RM4.67
56	RM9.36	RM4.60
149	RM8.22	RM2.70
82		RM6.12
		4.64
		8.22
		5.41
75	RM13.63	RM3.09
91	RM19.26	RM6.79
2	RM68.27	RM8.03
28	RM18.05	RM4.55
698 Total	RM13.29 Per Action	RM4.46 Per Action



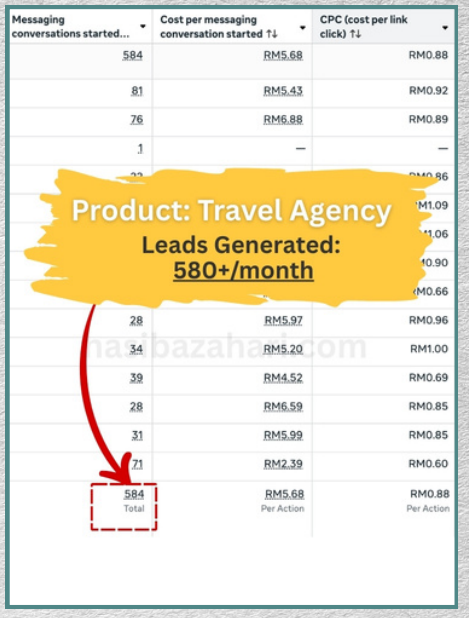
Messaging conversations started	Cost per messaging conversation start...	CPC (cost per link click)
39	RM5.98	RM0.90
86	RM5.53	RM0.92
88	RM4.85	RM0.87
73	RM5.91	RM0.79
81	RM5.43	RM0.92
76	RM6.88	RM0.89
		—
		0.86
		1.09
		1.06
		RM0.91
11	RM5.22	RM0.71
7	RM8.10	RM1.26
14	RM4.17	RM1.08
15	RM3.91	RM0.69
11	RM5.66	RM1.07
872 Total	RM5.92 Per Action	RM0.90 Per Action



Messaging conversations starte...	Cost per messaging conversation started...	CPC (cost per link click)
539	RM1.82	RM0.93
285	RM3.07	RM1.10
285	RM0.89	RM0.59
279	RM5.46	RM1.73
264	RM2.76	RM1.01
		.4
		1.54
		1.50
		11.97
65	RM3.22	RM2.21
51	RM4.93	RM2.51
51	RM7.67	RM3.31
50	RM5.39	RM2.70
39	RM6.23	RM2.23
2,543 Total	RM3.88 Per Action	RM1.59 Per Action



Messaging conversations starte...	Cost per messaging conversation starte...	CPC (cost per link click)
4	RM15.24	RM3.81
2	RM13.47	RM3.85
2	RM18.40	RM3.34
2	RM18.18	RM2.60
3	RM14.87	RM2.79
7	RM7.50	RM2.76
		.20
		1.67
		.66
		13.19
	RM20.41	RM1.86
4	RM13.04	RM2.27
8	RM7.35	RM1.68
9	RM6.55	RM1.90
2	RM27.83	RM1.99
6	RM12.09	RM2.79
552 Total	RM9.96 Per Action	RM2.56 Per Action



Messaging conversations started...	Cost per messaging conversation started	CPC (cost per link click)
584	RM5.68	RM0.88
81	RM5.43	RM0.92
76	RM6.88	RM0.89
1	—	—
		0.86
		1.09
		1.06
		0.90
		0.66
28	RM5.97	RM0.96
34	RM5.20	RM1.00
39	RM4.52	RM0.69
28	RM6.59	RM0.85
31	RM5.99	RM0.85
71	RM2.39	RM0.60
584 Total	RM5.68 Per Action	RM0.88 Per Action

MY PORTFOLIO (MANAGING ADS BUDGET)

