

# CURRICULUM VITAE

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## Skills & Tools

### Digital Marketing

Media buying, SEO, SEM, Social, Content, Email, Fundraising, CRO, Automation, UI/UX design, Copywriting, Events, Crowdfunding

### Analytics & Insight

Performance measurement, KPI dashboards, Excel, Tag management, A/B testing, Data analysis, Web analytics

### Business Development

Sales, Sales support, Value proposition design, Lead generation, Account management

### Strategy & Planning

Strategic planning, Project management, CSR

### Development / Scripting

HTML, CSS, Python, Git, SQL, Vue, NuxtJS, NextJS, React, Vibe Coding, Various CMS, Various AI coding tools

### TOP TOOLS

G Suite, Meta Suite, Adobe CC, Semrush, Majestic, Moz, Drip, Mailchimp, Google Admin, Trello, Jira, Slack, WordPress, HubSpot, Sales Force, Hotjar, Various ad platforms, OpenAI API, WordPress, Shopify, Magento

## Education



### Windesheim University

Bachelor, Marketing Management  
2010 - 2015



### Landstede MBO

Leisure & Facility Management  
2006 - 2009

## Work Experience



### Freelancer / Consultant Webfluentia

February 2024 - present • 1 years 7 months • International • [www.webfluentia.agency](http://www.webfluentia.agency)

Skills: Marketing Strategy, Web Development, AI, Vibe Coding, Business Development, Performance Marketing  
Freelancing and business consulting for various international clients, including in the Netherlands, Singapore and Malaysia. I help my clients to achieve better ROI and higher business efficiency through performance tunings, smart technology, and targeted campaigns.

- Tuned performance for a web app built in Plasmic, saving operational costs.
- Built a mobile app connecting muslims to halal investments in ASEAN.
- Designed and developed various web applications.
- Acquired leads for various clients through targeted PPC campaigns.



### Director and CMO, Incitement

October 2019 - February 2024 • 4 years 4 months • Malaysia • [www.theincitement.com](http://www.theincitement.com)

Skills: Branding, Corporate Identity, Marketing Strategy, CSR, ESG, Business Development, Performance Measurement  
Steered the marketing strategy and helped our clients achieve their sustainability goals through innovative solutions that create a lasting positive impact on their brand and on the communities it serves.

- 35% acquired by Fusionex Group.
- Positively impacted the lives of more than 25,000 beneficiaries in Malaysia.
- Raised more than MYR 7 million through online crowdfunding and corporate funding for the

- benefit of social causes in Malaysia.
- Expanded Incitement Events to 46 countries through a franchise concept, organizing more than 200 Incitement events worldwide.
- Grew the userbase from 0 to 15,000+, grew the donor base to hundreds of repeat donors, and grew the charity base to thousands of registered charities.

### **Sr. Manager, Digital Marketing**

October 2019 – December 2021 • 2 years 3 months

Skills: Account Management, Brand Management, Market Research, Team Leadership, Budget Management, CRM

### **Specialist, Performance Marketing**

October 2017 – October 2019 • 2 years 1 month

Skills: Performance Marketing, Display Marketing, SEM, SEO, CRO, Marketing Automation, Budget Pacing, Crowdfunding

### **Digital Marketing Executive**

September 2016 – October 2017 • 1 year 2 months

Skills: Social Media Marketing, Email Marketing, Content Marketing, Digital Marketing Strategy, Customer Segmentation



### **Sr. Manager, Digital Marketing, Fusionex Group**

March 2020 – February 2024 • 3 years 11 months • Malaysia • [www.fusionexgroup.com](http://www.fusionexgroup.com)

Skills: Performance Marketing, Campaign Lifecycle Management, Fintech, Analytics, Team Leadership, CRM

Developed comprehensive marketing strategies to enhance brand presence and market reach in Malaysia for MNC clients with a focus on fin-tech, banking, and insurance.

- Grew online revenue for a major Malaysian insurance firm with 3% year on year through PPC.
- Improved sales conversion rates for various MNC insurance and banking clients by 4% on average.
- Worked closely with technology departments to ensure correct implementation of CRO initiatives.
- Managed the relationships with various marketing agencies to ensure timely and correct delivery.
- Spearheaded a team of 6 in-house marketing professionals.

### **Specialist, Performance Marketing**

March 2019 – May 2021 • 2 years 3 months • Malaysia • [www.fusionexgroup.com](http://www.fusionexgroup.com)

Skills: Performance Marketing, Data Analysis, A/B testing, CRO, Budget Management, KPI Management, Dashboards



### **Digital Marketing Manager, Liter of Light**

September 2016 – June 2019 • 2 years 9 months • Malaysia • [www.literoflight.org](http://www.literoflight.org)

Skills: Crowdfunding, Content Marketing, CSR, Community Building, Event Management, Project Management

Led successful fundraising campaigns to raise funds through online and corporate channels, while creating and distributing multimedia content to showcase the impact of the initiative.

- Secured over MYR 2 million in funds through online fundraising and corporate funding.
- Installed more than 2,500 solar-powered lights benefiting 10,000+ Orang Asli communities.
- Created and distributed multimedia content showcasing the initiative's impact.



### **Content Marketing Manager, National Strategy Unit, Ministry of Finance Malaysia**

March 2017 – May 2018 • 1 year 2 months • Malaysia • [www.mof.gov.my](http://www.mof.gov.my)

Skills: Stakeholder Engagement, Multimedia Content Creation, Content Strategy, Cross-Team Coordination

Developed and executed a dynamic content plan to attract high-calibre candidates for the VIP 2017 Programme, while creating and distributing multimedia content to showcase the impact of the initiative.

- Attracted 10,000+ leads (candidates) through search engine marketing, later shortlisted to 100.
- Created a 120-page coffee table book to highlight the initiative's impact, distributed by the Ministry of Finance of Malaysia.
- Positively impacted the lives of more than 15,000 beneficiaries in ASEAN.



### **Intern Market Research, Panel Inzicht**

February 2015 – July 2015 • 5 months • Netherlands • [www.panelinzicht.nl](http://www.panelinzicht.nl)

Skills: Market Research, Data Analysis, Value Proposition Design, Product-Market Fit, Presenting

Conducted market research for my thesis, focused on exploring new product-market combinations.

- Conducted quantitative and qualitative research, including interviews and surveys, followed by detailed data analysis.
- Presented findings that were instrumental in developing new product-marketing combinations, resulting in successful product launches and marketing campaigns yielding €40,000 in annual revenue.

MYSTORE

### **Intern Digital Marketing, MyStore**

February 2013 – July 2013 • 5 months • Netherlands • [www.mystore.nl](http://www.mystore.nl)

Skills: CRO, A/B Testing, Data Analysis, Excel, Sales Growth, Resource Allocation, Marketing Efficiency, Web Analytics  
Focused on optimizing return on marketing spend (ROMI) through CRO initiatives, using a data-driven approach to enhance marketing efficiency.

- Increased ROMI for various high-traffic web shops by 40%.

### **Freelance Translator, self-employed**

January 2010 – November 2016 • 5 years 10 months • International

Skills: Translation, Specialization, QA, Communication, Client Management, Trados, Cultural Understanding, Research  
Specialized in accurate translations across various industries and subjects, including legal, marketing, technical, websites, and literary works.

- Worked with more than 30 clients and translated nearly a million source words.

### **Founder and Business Consultant, CJV Internet Service**

February 2008 – November 2016 • 8 years 7 months • International

Skills: Affiliate Marketing, Email Marketing, Website Flipping, Domain Flipping, AdSense, SEO, Web development  
Gained 9 years of hands-on experience in marketing and digital strategies, comprising various disciplines such as email marketing, affiliate marketing, and SEO.

- Established several #1 and top-page rankings on 100+ million search result pages.
- Built dozens of websites until profitable and flipped for profit.
- Flipped dozens of domain names for profit.
- Built multiple websites for clients.
- Ran a profitable server hosting company.

### **Caterer, various companies (15+)**

September 2001 – September 2016 • 15 years • International

Skills: Customer Experience & Loyalty, Diligence, Teamwork, Problem Solving, Stress Management, Time Management  
Gained 15 years of practical experience in the hospitality industry, including work as a chef, in catering and hotels, and across different countries in Europe.

## **Courses, licences, and certificates**



### **Python Programming**

Udemy

Achieved in January 2024



### **Advanced GA4 & GTM Implementation**

Udemy

Achieved in June 2022



### **Applied Data Analytics**

Fusionex Group

Achieved in April 2022



### **ESG & Sustainable Investing**

Udemy

Achieved in February 2022



### **Linux System Command**

Udemy

Ongoing



**Bahasa Melayu**  
My Teacher Language Institute  
Ongoing

## Awards and recognitions

### **MISA Innovation & Sustainability Award Finalist**

Awarded by Malaysian Dutch Business Council • February 2023 • Associated with Incitement

### **Brand Laureate CSR Brand Leadership Award**

Awarded by The Brand Laureate • December 2018 • Associated with Incitement

### **Social Progress Award Malaysia**

Awarded by Social Progress Imperative • December 2016 • Associated with Incitement

### **Green24 Award**

Awarded by AirAsia • February 2016 • Associated with Liter of Light

### **St. Andrews Prize for the Environment**

Awarded by University of St. Andrews • February 2016 • Associated with Liter of Light

### **The Next Big Thing Award**

Awarded by Cluttons • January 2016 • Associated with Incitement

### **UN Habitat Award**

Awarded by UN Habitat • January 2016 • Associated with Liter of Light

### **Zayed Future Energy Prize**

Awarded by The Zayed Future Energy Prize • January 2016 • Associated with Liter of Light

## Languages

Dutch	Native language
English	Fluent
Bahasa Melayu	Elementary

## Hobbies

DJ, music, boxing and kickboxing, tennis, chess, poker, trading, hiking, traveling, cooking.