

Irfan Azlan

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OPEN TO NEW OPPORTUNITIES

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Creative and strategic marketer with 6+ years of experience turning digital content into real audience engagement. Expert in social media strategy, lifestyle branding, and performance-driven campaigns.

Skilled in building high-impact online presences, leading influencer collaborations, and crafting lifestyle-oriented branding strategies.

Passionate about turning content into connection — and audiences into loyal customers.

Senior Content & Online Media Executive

Alte Proventus Sdn Bhd (Kingsmen Barbershop) / May 2024 - Present

- Spearheaded digital marketing initiatives, elevating Kingsmen’s brand as a premium grooming destination.
- Launched high-performing video ads, client transformation reels, and lifestyle campaigns, boosting customer traffic.
- Orchestrated new branch launch campaigns, driving strong opening footfall and visibility.
- Built strategic partnerships with influencers and lifestyle brands to expand market reach.

Content Creator & Social Media Strategist

Self-Employed / Jan 2021 - Present

- Collaborated with top brands including Shell, McDonald's, Grab, Foodpanda, AEON, and Domino’s to produce lifestyle and promotional content.
- Delivered full-service campaigns: scripting, filming, editing, and publishing across TikTok and Instagram.
- Leveraged data and platform trends to boost audience engagement and optimize posting strategy.
- Built a personal TikTok channel to 30,000+ followers and 1.1M+ total likes, securing consistent paid collaborations.

Senior Digital Engagement Specialist

Waypay Holdings Sdn Bhd / November 2023 - April 2024 (Contract)

- Led end-to-end management of social media platforms and digital ad campaigns.
- Forged strategic partnerships with KOLs, resulting in a 30% boost in brand engagement.
- Drove over 20,000 new user sign-ups through a targeted acquisition campaign.

Social Media Executive

Media Prima Berhad (Saysdotcom) / April 2022 - April 2023

- Developed and executed social media strategies, increasing website traffic and audience engagement.
- Directed event coverage across digital platforms, boosting brand buzz and media impressions.

Content Creator

Appear Asia Ptt Ltd / Feb 2020 - Mar 2022

- Built a social media brand identity from scratch through strategic content creation and market research.

Videographer & Video Editor

Vitdaily Media / Jan 2019 - Nov 2019

- Produced high-quality video content for digital marketing campaigns as part of the creative production team.

Bachelor of Interactive Multimedia Design

University Kuala Lumpur / 2019

- Produced one viral video (1M+ views) annually as part of full-time digital campaigns since 2019.
- Created branded content for major freelance clients including Shell, McDonald's, Grab, Foodpanda, AEON, and Domino’s.
- Built and monetized personal TikTok with 30,000+ followers and 1.1M+ total likes.
- Trained over 50 students in Photoshop workshops.
- Earned certifications in Google digital marketing and e-commerce.

EDUCATION

KEY HIGHLIGHTS

TECHNICAL SKILLS

REFERENCES

Adobe Creative Suite / Intermediate
Canva / Advanced
Final Cut Pro / Advanced
Meta Insights / Intermediate

Meta Ads Manager / Intermediate
TikTok Creator Center / Intermediate
CapCut / Advanced

Available on request