



ALIF ASYRAF

Creative | Digital Marketing

Contact

- +6018 910 4096
- alifasyraf196@gmail.com
- Ipoh, Perak
- 21/07/1996

Computer Skills

- Adobe Creative Suite**
(Photoshop, Illustrator, Premiere Pro, After Effect & Adobe XD)
Progress bar: 80%
- Online Editing Platform**
(Canva, CapCut & VN)
Progress bar: 75%
- 3D Modeling & Rendering**
(SketchUp & Lumion)
Progress bar: 60%
- Photography**
(Pilot a Drone, Mobile, DSLR)
Progress bar: 90%

Languages

Malay

English

Profile

"Dynamic and innovative professional with **5+ years** of hands-on experience in creative design and **property development, transportation and tourism**. From condominiums to bungalows, transportation and hotels, I've successfully managed diverse projects, combining concept creation, visual storytelling, and strategic execution. Adept at identifying opportunities, overcoming challenges, and building lasting partnerships with clients, vendors, and teams to drive success."

Employment History

Creative Executive at Miclebina Group of Companies

May 2024 - Present

- Main graphic designer and videographer.
- Developed the overall layout and production design for various applications such as advertisements, billboard, road signage, social media content and cooperate item.

Digital Marketing at Team Keris Berhad

Team Lead-Digital Marketing, Creative Design and Videography.

Aug 2022 - March 2024

- Led a team of digital marketing, specialists graphic designers, and videographers in developing and executing marketing campaigns for property development projects.
- Developed and implemented digital marketing strategies to drive brand awareness and generate leads.
- Created visually appealing graphics, videos, and motion design for use in marketing campaigns.
- Managed the production of promotional videos, virtual tours, and other multimedia assets to showcase properties
- Managed design for Website & Apps "TRIBAL" company.
- Managed all aspect of digital marketing campaign, including SEO, CRM, Email Marketing and Social Medai Advertising.
- Developed the overall layout and production design for various applications such as advertisements, brochures, billboard, bunting and corporate reports.
- Support 3D design interior and exterior.

Education

Art & Design in Graphic Design (Hons)(Degree)

Major : Advertising
Institute / University : Universiti Teknologi Mara Puncak Alam (UiTM)
CGPA : 3.54 TS
Graduation Date : 5 Mei 2022

Art & Design in Graphic Design (Diploma)

Major : Advertising
Institute / University : Universiti Teknologi Mara Seri Iskandar (UiTM)
CGPA : 3.42
Graduation Date : Year 2017

Sijil Pelajaran Malaysia(SPM)

Field of Study: Art and Design
Institute: SMK Methodist (ACS) Sitiawan Perak
Graduation Date: Year 2013

Non Profit Organizations

Youth Power Club

Biro Media, Publicity and Advertising'
25 March 2020

Koperasi Tenaga Sahabat Manjung Berhad

Biro Media, Publicity and Advertising'
27 August 2019

Award

Best Advertising Student

Bachelor in Graphic Design (Honour)
LOKA BY BOLD 2020 (UiTM) Zebra Square KL
Project: REDBULL(LUMBA KAPCAI)

Sijil Pelajaran Malaysia 2013

Projek papan peraga iklan gred cemerlang
SMK Methodist (ACS) Sitiawan Perak
Project: Papaya Guava (Product)

Anugerah Pelajar Terbaik

Pendidikan Seni 2008
SK Methodist (ACS) Sitiawan Perak

Creative Designer at Lestari Lumayan Sdn Bhd (Marina Island)

July 2020 - July 2022

- Branding new apps design for ferry service system E-Commerce pangkorferry.com.
- Created visually appealing graphics, videos, and motion design for use in marketing campaigns.
- Developed the overall layout and production design for various applications such as advertisements, billboard, road signage , social media content and cooperate item.
- Managed layout design food court and counter parking ticketing .

Graphic Design at Plan XYZ Agency

Jan - March 2019 (PRATICAL TRAINEE)

- Project that i have design based on my client is Maybank, Habib Jewels, Antah Renewables, Federal Hotel, Hotel Capitol, PIAM Insurance and other.

Freelance

Present

SILVERLAKES VILLAGE OUTLET

- Design food court and overall collaterals.

LUXE HEAVEN at Gombak

Areffal Realty Resources (M) Sdn. Bhd.

- Main designer for overall collaterals.

Online Portfolio (Scan Here)



Artwork



Video

Reference

Ms Renita

Manager Digital Marketing

Miclebina Group of Companies

miclebina_marketing@yahoo.com

+6016 664 8956

Chloe Lee

Director - Group Manager

Team Keris Berhad

Chloelee@teamkeris.com.my

+6012 507 7001