ZUL FAZZRE BIN MOHD LOTPI

Digital Marketing | Performance Marketing | E-Commerce | Sales & Team Leadership

017-2027313 | zfazzre63@gmail.com | Setia Alam, Selangor.

PROFESSIONAL SUMMARY

Commercially focused digital marketing and sales professional with hands-on experience in performance marketing, multi-channel e-commerce, product development, sales growth, team leadership and business operations. Progressed from Marketer to Team Leader and Sales Manager, combining practical campaign execution with commercial planning and people leadership. An Electrical Engineering background supports a structured, analytical approach to optimisation, troubleshooting and decision-making, complemented by experience using AI-assisted research and creative workflows.

CAREER OBJECTIVE

Seeking a growth-focused role in digital marketing, performance strategy, e-commerce, sales or business development. Brings data-driven decision-making, commercial awareness, creative execution and team leadership to improve customer acquisition, campaign profitability, operational efficiency and sustainable business growth while continuing to develop professionally.

CAREER HIGHLIGHTS

RM714,250 Highest annual personal sales revenue	**RM132,178** Highest monthly personal sales	**RM60,000** Average monthly personal sales	**RM1500** Highest daily ad spend personally managed
3.0+ Average ROAS while maintaining profitable campaigns	**12** Marketing team members managed	**15+** Products supported through development and commercialisation	**PERSONAL SALES** Figures exclude company and team revenue

All sales figures represent personal performance achieved at WKRich Group Sdn. Bhd., not company or team revenue.

EDUCATION

BACHELOR'S DEGREE IN ELECTRICAL ENGINEERING
Universiti Teknologi Malaysia, Johor Bahru
September 2016 - June 2019 | **CGPA 3.19**

DIPLOMA IN ELECTRICAL ENGINEERING
Universiti Teknologi Malaysia, Kuala Lumpur
June 2013 - April 2016 | **CGPA 3.62**

WORK EXPERIENCE

WKRICH GROUP SDN. BHD.

April 2022 - July 2026

MARKETER > TEAM LEADER > SALES MANAGER

- **Personal performance.** Achieved up to **RM714,250** in annual personal sales revenue, **RM132,178** as the highest monthly personal sales and approximately **RM60,000** in average monthly personal sales. Personally managed ad spend of up to **RM1,500 per day** while maintaining average ROAS above **3.0** across profitable campaigns.
- **Marketing and performance.** Planned, launched, optimised and scaled paid campaigns across **Meta, TikTok and Shopee**. Built targeting, offer, creative and testing strategies, then used ROAS, acquisition cost, conversion, profitability and sales trends to guide budget decisions.

WORK EXPERIENCE CONTINUED

WKRICH GROUP SDN. BHD. CONTINUED

- **Campaign strategy and analysis.** Developed audience strategies, advertising angles, offers and structured creative tests. Analysed ROAS, acquisition cost, conversion performance, sales trends and customer behaviour to refine pricing, audience, funnel structure and campaign direction.
- **E-commerce and digital channels.** Managed customer acquisition across **Facebook, Instagram, TikTok, Shopee** and direct website channels, including TikTok content, TikTok LIVE, TikTok Ads and Shopee Ads across social media, marketplace and direct-response e-commerce.
- **Websites and funnels.** Built and managed websites, sales pages and landing pages using **WordPress, WooCommerce, Shoppegram and OnPay**. Monitored customer journeys, conversion tracking, website behaviour and funnel performance.
- **Product development and commercialisation.** Supported **15+ products** from concept to launch through market research, positioning, audience definition, pricing, offers, branding direction and go-to-market planning across health, beauty, automotive, car detailing, agriculture, home care and furniture categories. Used customer response and commercial results to assess product-market fit and refine campaigns.
- **Leadership and management.** Progressed from individual execution to leading **12 marketers**. Guided campaign planning and problem solving while building practical experience in coaching, delegation, accountability, team motivation, conflict management and performance improvement across different personalities and working styles.
- **Creative and AI-assisted workflows.** Used Canva, Adobe Photoshop and CapCut for advertising creative and content development, and actively explored ChatGPT, Gemini and Google Flow to support research, ideation, prompt development and modern marketing workflows.
- **Business and financial understanding.** Contributed to sales planning, target setting, marketing budgets and performance reviews. Evaluated revenue, margins, advertising costs, profitability, operating costs and cash flow considerations to support prioritisation, resource allocation and business sustainability.

ADDITIONAL EXPERIENCE

KEJURUTERAAN SEGAR SDN. BHD.

July 2020 - January 2022

Project Engineer

- **Project delivery.** Planned, coordinated and supervised engineering works according to schedules, technical requirements and site constraints.
- **Site operations.** Managed manpower, materials, site activities, progress tracking and technical documentation while balancing project priorities, constraints and risk.
- **Stakeholder coordination.** Worked with clients, consultants, contractors and internal teams, and supported testing, commissioning, troubleshooting and project handover.
- **Engineering mindset.** Developed structured planning, root-cause analysis, systems thinking and risk awareness, later applied to campaign optimisation, business planning, performance analysis and team management.

CORE SKILLS

PERFORMANCE MARKETING Meta Ads, Facebook Ads, Instagram Ads, TikTok Ads, Shopee Ads, campaign planning, optimisation, budget scaling, creative and audience testing, ROAS analysis	**E-COMMERCE AND DIGITAL SALES** TikTok content, TikTok LIVE, Shopee, customer acquisition, sales funnels, conversion optimisation, e-commerce operations	**WEBSITES AND ANALYTICS** WordPress, WooCommerce, Shoppegram, OnPay, landing and sales pages, Meta Pixel, conversion tracking, Microsoft Clarity, campaign analysis
PRODUCT AND BUSINESS Product development, market research, product positioning, go-to-market strategy, pricing and offers, sales strategy, business planning, profitability analysis	**LEADERSHIP AND MANAGEMENT** Team leadership, people management, coaching, delegation, team development, performance monitoring, conflict management, emotional intelligence	**CREATIVE PRODUCTION** Canva, Adobe Photoshop, CapCut, image and video editing, advertising creative, content development
AI AND EMERGING TOOLS ChatGPT, Gemini, Google Flow, AI prompting, prompt engineering, AI image and video generation, AI-assisted research and marketing workflows	**ENGINEERING MINDSET** Structured problem solving, root-cause analysis, systems thinking, planning discipline, risk awareness, problem decomposition, data-based decision-making	**ANALYTICS AND PROFESSIONAL** Campaign data analysis, strategic planning, project management, stakeholder management, analytical thinking, resource prioritisation