NAZRUL AZWAD BIN HASHIM

Digital Marketing | Growth Marketing | Paid Media & Campaign Optimisation

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PROFILE SUMMARY

Digital marketing professional with experience in growth marketing, paid media, lead generation, content strategy, creative production and campaign performance optimisation. Built and managed an independent marketing operation from scratch, generating over 500 inbound leads through Meta click-to-message campaigns and reaching more than 150,000 people with approximately RM5,000 in advertising spend. Reduced cost per lead by approximately 50% through creative iteration, audience testing and retargeting. Combines an accountancy background with experience in campaign reporting, client servicing, financial product awareness and team leadership. Proficient in digital advertising, creative production and workflow automation tools, with an interest in remote, hybrid and contract opportunities.

CORE EXPERTISE

- Digital Marketing Strategy & Execution
- Paid Campaign Management
- Campaign Performance Analysis
- Lead Generation & CPL Optimisation
- Advertising Budget Management
- Audience Targeting & Campaign Testing
- Content Planning & Brand Positioning
- Marketing Reporting & Insights
- Client Account Coordination
- Team Leadership & Business Development

NOTABLE ACHIEVEMENTS

- Generated **500+ inbound leads** through Meta click-to-message campaigns, reaching over 150,000 people with approximately RM5,000 in total advertising spend.
- Reduced **cost per lead by approximately 50%,** from RM13.55 to RM6.84 year over year, through creative iteration, audience testing, and retargeting strategies.
- Earned **Champion, Etiqa Nationwide – Top Producer (Without Topup), 2024,** in recognition of sales performance within the takaful industry.
- Received **Champion Agency – Top Producer, 2024,** and **Second Runner-Up Agency – Top Producer, 2025,** recognising producer performance at the agency level.
- Achieved additional **Etiqa Nationwide recognition** as Champion – Top 3 CYNR and Champion – 3 Rookies, reflecting further recognition within the organisation.

WORK EXPERIENCE

Growth Marketer (Self-Employed) | Financial Services 2024 – Present

Etiqa Family Takaful Berhad – Seremban, Negeri Sembilan (Remote/Hybrid)

- **Growth Marketing & Business Operations:** Build and manage an independent marketing operation and personal brand across Instagram, TikTok, Facebook and Threads, overseeing marketing activities, campaign execution, and brand development.
- **Paid Media & Lead Generation:** Plan and execute Meta click-to-message campaigns that generate 500+ inbound leads and reach over 150,000 people with approximately RM5,000 in total advertising spend.
- **Campaign Performance Optimization:** Monitor cost-per-lead results and apply creative iteration, audience testing and retargeting strategies, reducing cost per lead by approximately 50%, from RM13.55 to RM6.84 year over year.
- **Content Creation & Workflow Automation:** Develop advertising copy, short-form videos, graphics, carousels and financial awareness content while developing lead-qualification chatbots and automated content workflows.

- **Customer Relationship Management & Team Leadership:** Maintain client relationships, follow up on monthly takaful payments, manage customer interactions, and recruit and lead 9 part-time takaful agents.

Digital Marketing Specialist 2023 – 2024
ZS Cahaya Sdn Bhd

- **Multi-Client Campaign Coordination:** Coordinated paid and organic social media campaigns across multiple client accounts, covering content development, creative production, publishing, reporting, and monthly performance reviews.
- **Paid Advertising & A/B Testing:** Managed Meta advertising campaigns and tested creative assets and advertising copy to evaluate campaign performance and support conversion improvement.
- **Performance Reporting & Recommendations:** Analyzed campaign results and presented client-facing recommendations to inform advertising budget allocation and creative direction.
- **Campaign Execution & Monitoring:** Coordinated marketing activities across client accounts, supporting publishing schedules, campaign delivery, and ongoing performance monitoring.

Brand & Digital Marketing 2021 – 2023
A Plus Interior Solution – Kuala Lumpur, Malaysia

- **Digital Marketing Management:** Managed the company's digital marketing activities independently, including Facebook advertising, social media management, and brand collateral production.
- **Brand Communication & Creative Development:** Developed marketing and branding materials to support the company's digital presence and maintain consistent brand communication.
- **Advertising Budget & Results Monitoring:** Managed the marketing budget and tracked campaign results to monitor advertising expenditure and campaign performance.
- **Social Media Campaign Execution:** Executed social media and digital advertising activities and coordinated creative materials to support the company's marketing initiatives.

Brand Marketing & Graphic Designer 2018 – 2021
Edward E / ED Global Resources – Kuala Lumpur, Malaysia

- **Brand Identity & Marketing Design:** Designed brand identities and marketing assets, including logos, packaging, print materials, and digital creatives for branding and promotional activities.
- **Video Production & Motion Graphics:** Produced promotional videos and motion graphics using Adobe Premiere Pro and After Effects to support marketing initiatives.
- **Graphic Design & Visual Content:** Created visual materials using Adobe Photoshop and Illustrator for branding, promotional communications, and digital marketing campaigns.

EDUCATION

Diploma in Accountancy | CGPA: 3.71 | Dean's List 2017 – 2019
Universiti Teknologi MARA (UiTM) – Jengka, Pahang

SOFTWARE & DIGITAL TOOLS

Digital Advertising:	Meta Ads Manager, TikTok Ads, Facebook Business Suite
Design & Video Production:	Canva, Adobe Photoshop, Adobe Illustrator, Adobe Premiere Pro, Adobe After Effects, CapCut
Analytics & Productivity:	Microsoft Word, Microsoft Excel, Microsoft PowerPoint, Notion
AI & Workflow Automation:	ChatGPT, Claude, Google Flow, n8n

ADDITIONAL INFO

Nationality:	Malaysian
Preferred Work Arrangement:	Remote, Hybrid, or Contract
Target Market:	US-Based Opportunities

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Availability: 1 Week's Notice

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