



MUHAMMAD FARIZ BIN MAZLAN

A results-driven graphic designer with 15 years of experience, with a recent focus on leading digital marketing campaigns and brand strategy. Seeking to leverage expertise in graphic design and digital marketing to contribute to client success.

Location : Cyberjaya, Selangor
Phone : 019 430 3052
Email : mazlan.fariz@gmail.com



EXPERIENCE

Tsubomi Circle 2024 - Current

Creative & Marketing Executive

- Executed the go-to-market strategy to establish the brand in the education sector, securing sales of hundreds of book copies to schools nationwide within the company's first year.
- Designed all initial marketing collateral and managed the company's social media presence to build brand awareness from the ground up.

Cakap Jepun 2019 - 2024

Lead Graphic Designer

- Strategically planned and designed marketing campaign materials, driving a 25% increase in brand visibility and a 40% rise in social media followers.
- Expertly crafted, supervised, and analyzed daily content on Cakap Jepun's social media platforms, resulting in an increase in customer conversion rate from social media platforms.
- Led the redesign of the official Cakap Jepun website, improving user experience and increasing student engagement and customer retention.
- Spearheaded the design and launch of 5 new products, which contributed to RM78,000 in sales for the company in 2022.

SKILLS

Graphic Design

Advanced

Web Design

Advanced

Copywriting

Intermediate

Social Media Content

Intermediate

APPLICATIONS

Adobe Creative Cloud

Advanced

Elementor Web Builder

Advanced

Canva

Advanced

CapCut

Intermediate

CERTIFICATE

Japanese Proficiency Level

JLPT December 2022

N5

Diploma in Graphic Design

Universiti Teknologi MARA

CGPA: 3.70 (Vice Chancellor)