

## HARIS JAMSURI | Performance Marketing & Growth Strategist

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### PROFILE SUMMARY

Performance-focused **Growth & Digital Marketing Strategist** with **9+ years of commercial, digital, and customer-facing experience**, including **4+ years hands-on in performance marketing, funnels, SEO, automation, and conversion optimization**.

Strong background in **paid traffic (Facebook Ads), sales funnels, UI/UX for conversion, and customer retention systems**, with proven ability to translate customer behavior into measurable growth. Experienced working across **startups, SMEs, and independent ventures**, bridging marketing strategy with execution.

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### CORE SKILLS

#### Performance & Growth Marketing

- Facebook Ads (Conversion-focused)
- Funnel Design & Optimization
- Landing Page & UI/UX for Conversion
- SEO (Content & Technical Basics)
- Marketing Analytics & Optimization
- Customer Retention Strategy

#### Marketing Systems & Technology

- WordPress & WooCommerce
- Marketing Automation (Integromat / Make)
- Google Analytics
- LMS & Membership Systems
- Basic Web Development for Marketing

#### Business & Commercial

- Business Development & Client Acquisition
  - Corporate Negotiation
  - Strategic Partnerships
  - Pricing & Offer Structuring
  - Cross-functional Collaboration
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## **PROFESSIONAL EXPERIENCE**

### **Freelance / Independent Growth & Digital Marketing Consultant**

#### **Multiple Clients | Malaysia**

**2019 – Present**

Planned and executed performance-driven digital marketing initiatives for SMEs and independent brands across education, health, confinement care, and F&B sectors.

#### **Key Contributions:**

- Designed and optimized **sales funnels** to improve lead quality and conversion rates
- Executed **SEO and content strategies** that increased organic visibility and inbound demand
- Built and managed **WordPress & WooCommerce** platforms optimized for conversion
- Implemented **automation workflows** for lead handling, customer follow-ups, and retention
- Advised on **brand positioning, offers, and customer journey optimization**

#### **Notable Projects:**

- **Belajarbina.online** – LMS funnel design, SEO growth, digital positioning
  - **Annur Confinement Center** – Branding, booking flow optimization, local SEO
  - **Ristech Business Solution (F&B Chain)** – Local digital campaigns and outlet growth support
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### **Web Developer & Digital Marketing (Contract)**

#### **Suamisihat (M) Sdn Bhd | April 2022 – October 2022**

Supported digital growth initiatives by improving web infrastructure, automation, and conversion flow.

#### **Key Contributions:**

- Built and optimized company website for branding and usability
  - Conducted **UI/UX analysis** focused on improving conversion rates
  - Implemented **digital automation workflows** to support sales and customer retention
  - Acted as a bridge between marketing objectives and technical execution
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### **Marketing Executive & Business Development**

#### **QS Empire Sdn Bhd | January 2018 – January 2019**

Led marketing and business development efforts targeting corporate clients.

#### **Key Contributions:**

- Negotiated and secured corporate contracts with **PLUS, Pernama, and Malaysia Airport Niaga**
  - Developed marketing strategies to expand corporate client base
  - Identified and executed new revenue opportunities
  - Recruited and managed team members to support business growth initiatives
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## **Customer Support Advisor – Global Project (Kaspersky)**

**SCGS (Malaysia) Sdn Bhd | August 2020 – January 2021**

Handled global customer interactions for cybersecurity products.

### **Key Contributions:**

- Resolved technical and account-related issues via calls and chats
  - Maintained SLA compliance and service quality standards
  - Developed strong exposure to customer objections, behavior, and retention drivers
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## **Technical Analyst / Service Desk – Global Project (Syngenta)**

**DXC Technologies | February 2017 – January 2018**

Provided first-line technical support for global enterprise users.

### **Key Contributions:**

- User account management and system issue resolution
  - Supported global IT service operations
  - Built structured problem-solving and escalation discipline
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## **Customer Support Representative**

**Fujixerox Asia Pacific Pte Ltd | March 2014 – August 2016**

Supported enterprise clients across Singapore and ANZ markets.

### **Key Contributions:**

- Troubleshoot printer, network, and system issues remotely
  - Supported XDA service debugging and reporting
  - Recognized consistently as **Top Resolver**
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## **KEY ACHIEVEMENTS**

- Developed automation workflows supporting **Sales, Customer Service, and Logistics**
  - Led successful transitions and implementations for Fujixerox XDA projects
  - Consistently recognized for high problem-resolution performance
  - Built multiple revenue-supporting digital systems from scratch for SMEs
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## **EDUCATION**

### **Diploma in Business Information Technology**

Nilai University, Negeri Sembilan

CGPA: 2.97 | Final Project GPA: 4.00

### **Final Project:**

Developed a Hotel Management System using OOP concepts (Visual Studio)

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## CERTIFICATIONS

- AI Marketing Mastery (ChatGPT & DALL-E)
- MDEC Digital Worker Apprentice – **Highest Achiever**
- ITIL 4 Fundamentals – IT Service Management
- Airline Reservation & Ticketing (MCART)
- Air Steward (CASS) – Dian Institute of Tourism