



WAN MOHD AFENDI WAN ISMAIL



Certified Digital Marketing Trainer

SELANGOR, MALAYSIA

PERSONAL INFO

BIRTH DATE
25 May 1978

NATIONALITY
Malaysian

YEARS OF EXPERIENCE
8 years

ABOUT ME

Ex software developer, entrepreneur and a trained and self-taught digital marketer, I have been involved in training for 10 years and focusing in digital marketing for past recent 3 years. My passion is to groom the communities and SMEs in digitalization for better future. My style of training leans towards provocative and hands-on approach. Starting 2019, I exploring virtual classes and e-learning.

EDUCATION

- (2000) UNIVERSITI KEBANGSAAN MALAYSIA
 - Degree in Information Technology

CERTIFICATIONS

- PRUDENTIAL CERTIFIED AGENCY TRAINER, 2010
- CIDB TTT, 2016
- EUSAHAWAN MDEC TTT, 2018

CONTACT INFO

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CLIENTELE

TRAINING HISTORY

1000	111	3,300
Hours of Training	Trainings Conducted	Individuals trained

- eUsahawan Program, May – Aug 2018
- eUsahawan- Young Heroes , July- Sep 2019
- eUsahawan Online Program, Apr- Jul 2020

LANGUAGES

MALAY

ENGLISH

AREA OF EXPERTISE

- Website Design & Development
- Chatbot Design
- Search Engine Optimization(SEO)
- Search Engine Marketing(SEM)
- Google My Business
- Google Analytics
- Facebook Marketing & Advertising

INDUSTRIAL EXPERIENCE

- Software Development, 3 years
- Marketing & Sales, 15 years
- Recruitment & Leadership, 10 years
- Training, 5 years
- Digital Marketing, 4 years

SKILLS

MODULE DESIGN

INTERACTIVE PRESENTATION

COMMUNICATION SKILLS

GROUP PLAY