MUHAMMAD ARIFF AIMAN

Digital Solutions & AI Specialist | Marketing Technology, CRM Automation & IT Systems

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PROFESSIONAL SUMMARY

Digital Solutions & AI Specialist with 3+ years of experience building marketing technology, CRM automation and internal business systems for a solar energy company. Runs paid acquisition on Google Ads and Meta Ads, and designs the full lead pipeline from first contact to sales handoff using GoHighLevel and HubSpot. Develops internal web applications on Supabase, manages WordPress websites, domains, DNS and SSL, and administers Microsoft 365. Connects marketing, sales and IT into automated workflows that reduce manual work and improve lead conversion. Works AI-assisted with Grok, ChatGPT, Gemini and Claude, and keeps learning with AI.

CORE SKILLS

- **Marketing Technology & CRM:** GoHighLevel (GHL), HubSpot CRM, lead funnels, marketing automation, workflow automation, AI chatbot logic, API integrations, webhooks
- **Paid Media & Lead Generation:** Google Ads, Meta Ads (Facebook & Instagram), B2B lead generation, audience segmentation, A/B testing, ROAS optimisation
- **Web & Application Development:** WordPress, Supabase (PostgreSQL), web forms, website migration, technical SEO, UI/UX design
- **IT Systems Administration:** Microsoft 365, Teams, OneDrive, identity & access management (IAM), domain & hosting, DNS, SSL, cloud backup, Tier 1–2 IT support, hardware & network troubleshooting
- **Business & Documentation:** Trello, AutoCount Cloud, SOPs & ISO documentation, brand management, event technology & logistics, DJI drone operation
- **AI Tools:** Grok, ChatGPT, Gemini, Claude; AI-assisted building, automation and continuous learning

WORK EXPERIENCE

Marketing Executive & IT Assistant **March 2023 – Present**

Amiya Energy Sdn Bhd — Solar PV Solutions Provider

Business Systems & Automation

- Developed and administer the Amiya Intelligence Portal, an internal web application built on Supabase that gives staff self-service for leave applications, expense claims and a company knowledge base.
- Built Amiya Studio, a separate customer management (CRM) application on its own Supabase database, to manage customer and project records.
- Designed the lead handoff process from GoHighLevel to HubSpot: qualified leads raise a task for the team, who open the deal in the HubSpot sales pipeline.

Performance Marketing & MarTech

- Planned and managed Google Ads and Meta Ads campaigns; improved return on ad spend (ROAS) through audience segmentation and continuous A/B testing of ad creatives.
- Built automated CRM lead funnels in GoHighLevel (GHL) to capture, tag and nurture inbound leads, significantly improving lead-to-appointment conversion rates.
- Set up the new official Amiya Energy Facebook Page and directed followers to it from the legacy Page.
- Debugged and refined AI chatbot logic in GoHighLevel so follow-up sequences trigger only on client responses, eliminating premature automated replies.
- Developed API and webhook integrations between website forms and backend databases for real-time lead capture and automatic lead routing.

Web Infrastructure & Technical SEO

- Designed and built the company website (amiya.energy) on WordPress, migrating it from Newpages with technical SEO best practices including optimised image alt text and a clean, modern UI/UX.
- Managed domain, web hosting, DNS records, SSL certificate renewals and company email configuration.
- Monitored website performance, applied technical SEO fixes and carried out regular security audits to protect company data.

IT Systems Administration

- Administered the company Microsoft 365 environment (Teams, OneDrive) and Trello to support collaboration across departments.
- Managed end-to-end IT onboarding for new employees, including account set-up, access permissions (IAM) and software compatibility checks.
- Provided Tier 1 and Tier 2 technical support for operating system failures, network connectivity and cloud sync issues, minimising downtime.
- Implemented automated cloud backup schedules and maintained the office hardware inventory.

Traditional Marketing & Agent Support

- Liaise with around 40 sales agents and supply their marketing needs.
- Produce the agents' marketing tools: banners, posters and videos, with posters released in English, Malay and Chinese.
- Prepare and run agent training and the monthly agent meetings.

Branding, Documentation & Events

- Maintained brand consistency across e-newsletters, commercial signboards, event materials and presentation templates.
- Led development of Amiya Solar Town, a browser-based town-builder game used as an interactive brand and solar-awareness marketing tool.
- Managed the Amiya Energy 2027 desk calendar, a printed marketing piece co-branded with partner South Gate.
- Wrote ISO-compliant SOPs and workflow guides for company hardware and software use.
- Led technology and logistics for company events and expos: Homedec Expo (KLCC Convention Centre), InHome Expo (The Commune, Kulai), Company Annual Dinner 2024 and CSR Mangrove Planting (Tanjung Piai National Park), covering booth set-up, on-site network and event hardware.

EDUCATION

Bachelor of Hotel & Tourism Management **2021 – 2023**
Universiti Teknologi MARA (UiTM), Bandaraya Melaka Campus

Diploma in Hotel & Tourism Management **2018 – 2021**
Universiti Teknologi MARA (UiTM), Alor Gajah Campus, Melaka

CERTIFICATIONS

- Google Certified Educator Level 1 – Google for Education
- Google Certified Educator Level 2 – Google for Education
- DJI Drone Technology & Flight Safety Verification

AWARDS

- Most Active Campaign Participator – 2024
- Best in Demonstrating Teamwork – 2024

LANGUAGES

English (Native) | Malay (Fluent)