

ASRI BUDAK ONLINE

REAL PRACTITIONER

Tel: +6017-5339079
Email: asribudakonline@gmail.com
Address: Kemaman, Terengganu

Mohd Asri Mohd Azhar

REAL ONLINE BUSINESS PRACTITIONER | CERTIFIED DIGITAL MARKETING TRAINER
BUSINESS RECOVERY CONSULTANT | SUBJECT MATTER EXPERT eUSAHAWAN | eMARKETPLACE EXPERT

LATEST GROUP TRAINING SESSIONS

23rd, 30th June & 2nd, 4th, 6th, 7th July 2021
IDEA-KPT Digital Marketing Program

ZOOM

As one of trainers in IDEA KPT Program, this program is designed to prepare the students from several high education colleges and universities before enduring their industrial attachment. I have been responsible for the topics of Shopee & Lazada as these two areas, will be developed by the students for their parent companies later.

16th & 18th June 2021
Tips & Tricks On eMarketplace (Shopee x Lazada)

ZOOM

A total of 12 hours session with 40 days Whatsapp Group Coaching was being held with Politeknik Port Dickson. Almost 150 students and lecturers took part on this program which focused on strengthening their understanding, knowledge and skills on eMarketplace of Shopee & Lazada. A very fruitful session.

12th June 2021
Using eMarketplace As A Business Channel (Shopee x Lazada) TEAMS

A special project by Politeknik Merlimau towards its students who are taking the subject of Digital Marketing this semester. This 3-hours session has brought us to go deep into tips and tricks on Shopee & Lazada. A lot of issues raised by the students as most of them have started selling on those platforms but with unconvincing sales performance. I believed that this session has helped them to identify room for improvement especially on product selection, pricing strategies and free promotional tools.

February - April 2021
SOCIAL MEDIA LEVERAGING PROGRAM (GTI-COE) WEBINAR ZOOM

As to adapt to new learning environment during MCO, using ZOOM Meeting, I love to share with almost 700 participants (General Takaful Agents) about social media marketing campaign. There were 14 sessions; consist of most important topics as to equip Agents with prospecting skills by using digital platform. These sessions were very helpful to the Agents as do prospecting during MCO periods which disabled them to go for physical appointments with customers.

EDUCATION

BACHELOR OF
BUSINESS ADMINISTRATION

University of Malaya
2009-2012

CERTIFIED DIGITAL
MARKETING PROFESSIONAL
Digital Marketing Institute
2018

PORTFOLIO

FB PAGE : ASRI BUDAK ONLINE
WEBSITE: www.asribudakonline.com
TELEGRAM: t.me/budakonline



ASRI BUDAK ONLINE

Highly creative and multitalented Trainer with extensive experience in Digital Marketing usage, social media utilization and real online business practitioner. Wide range of successful students in real world online business.

Exceptional trainer in short course session with effective learning outcome for different business sectors. Focus on using FREE tools to help beginners, part-timers and graduates to start their own online business.

A real online business practitioner for local market and international products. Being a part of Subject Matter Experts MDEC who developed modules to be used for whole eUsahawan Program.

AWARDS / SUCCESS STORIES

EUSAHAWAN PROGRAM

- **Certified Master Trainer**
- **Subject Matter Expert (Lazada, FB)**
- **Head of Contents Developer Team (Muda)**
- **Best Trainer Contribution (2020)**

ONLINE MARKETING MODULES

- **Malaysia Association For The Blind (2019)**
- **eUsahawan Modules (Shopee & Lazada - 2021)**
- **Trainers' Deck for Public Universities Lecturers**
- **Idea KPT Program (2021)**

2009 MARA OVERALL PERFORMANCE AWARDS
Best Student of Faculty of Business (Marketing)

LIST OF MODULES

- Advanced Copywriting
- Facebook Live as attractive marketing tool
- Effective Use of Facebook Page
- Viral Marketing with several zero cost techniques
- Free designing tools by using Canva.com
- Tips & Tricks of Facebook Ads
- WhatsApp Marketing for Remarketing
- FB Marketplace as new tools of selling
- Free Website by using Weebly.com
- Basic setup of Google Ads
- Lazada and Shopee Practical Class
- Google My Business

LIST OF GROUP TRAINING SESSION

2021:

- Digitalize Your Business of Takafulpreneur [Family Life Takaful]
 - Free Website Development & SEO (25th July)
 - Manipulating Whatsapp For Prospecting (22nd July)
 - Data Collection & Database Management (15th July)
 - Branding (12th July)
 - Analyzing Social Media Presence (9th July)
 - Put Your Business on Google Maps (5th July)
- IDEAKPT (Apprentice Program) with Public Universities [Shopee x Lazada] (2nd, 4th, 6th & 7th July)
- *Teknik Mudah Menjual di Shopee & Lazada* with KKTM Pasir Mas (3rd & 10th July)
- Bengkel Shopee & Lazada with UNIKL Ipoh (3rd July)
- Shopee & Lazada Basic Class with UTHM (25th June)
- *Teknik Mudah dan Pantas Menjual Di Platform Digital* with IKBN Kemasek (23rd June)
- Tips & Tricks on Marketplace (Shopee x Lazada) with Politeknik PD with whatsapp coaching (18th June)
- Online Workshop (Impact of Covid-19 on SME Digitalization) with Universiti Teknologi Petronas (16th June)
- Tips & Tricks on Marketplace (Shopee x Lazada) with Politeknik PD with whatsapp coaching (16th June)
- Using eMarketplace As A Business Channel (Shopee x Lazada) with Politeknik Merlimau (12th June)
- Lazada Basic to Advanced Level with INSKEN 8-hours session(3rd June)
- Lazada Basic to Advanced Level with INSKEN 8-hours session(3rd May)
- Basic Shopee (Zoom + FB Live) with PTP UTHM (17th April)
- FB Live with IIUM Josa “Study or Business” 1-hour session (10th April)
- “Business while studying” with Kelab Kerjaya UMS 2-hours session (10th April)
- Lazada Class at e-Fest KPMSI 3-hours session (3rd April)
- Shopee x Lazada Basic Class at POLISAS 3-hours session (2nd April)
- Stockist & Dropship Training with Zombie Cookies 1st Session (27th March)
- FB Live KKTM Kemaman “Boost Your Online Business (10th March)

- Digital Marketing Class with FWD Takaful [Zoom Session]
 - Advanced Copywriting for Takaful Business with FWD Takaful (6th March)
 - “Penetrate Local Community” for Takaful Business (25th May)
 - “Database Management” for Takaful Business (29th May)
 - *Rahsia Copywriting di Media Sosial* (20th February)
- Social Media Leveraging Program (General Takaful) [11 Zoom webinar sessions] (Feb – April)
 - Mastering Pillars of Digital Marketing (8th Feb)
 - Utilizing Personal Social Media For Prospecting (9th Feb)
 - Create Online Marketing Materials (19th Feb)
 - Advanced Copywriting Techniques (26th Feb)
 - Google My Business (5th March)
 - Whatsapp Marketing (12th March)
 - Database Management (19th March)
 - Facebook Page (26th March)
 - Facebook Ads (9th April)
 - Website Development (16th April)
 - Google Ads (23rd April)
- eMarketplace Shopee & Lazada [4 sessions with 40 days Coaching] (Jan – March)
- PENJANA eMarketplace Shopee x Lazada [8 sessions with 3 months coaching] (Jan – March)
- IIUM Entrep Educator Series 2 [2days – Kuala Lumpur] (8th – 9th January)
- Shopee & Lazada for UKM Lecturers [2 days] (4th & 5th January)

2020:

- IIUM Pagoh e-Preneur Sharing Session [2 session] (18th – 19th December)
- FB Live for IKM JB Facebook Page [2 hours] (16th December)
- PUNB Jumper Program Of eMarketplace 2nd Batch – (13rd – 14th November)
- eMarketplace Shopee & Lazada with 40 days Coaching (4 sessions November)
- UTHM “Buka Kedai” Shopee x Lazada (24th – 25th November)
- IIUM Business Challenge BMC Pitching Judges (21st & 28th November)
- PUNB Jumper Program Of Digital Marketing & eMarketplace – (17th – 18th November)
- TOT 3 For IPTAs Lecturers – Lazada (16th November)
- Accelerator Program for eUsahawan Muda North Zone – Lazada (24th October)
- Syllabus Review For Diploma Students of University College Bestari (17th October)
- FB Live for SME Week (Lazada) eUsahawanMY (2nd October)
- Accelerator Program for eUsahawan Muda Borneo Zone – Lazada (2nd October)
- Syllabus Review For Degree Students of University College Bestari (1st October)
- Accelerator Program for eUsahawan Muda Zon Timur - Lazada (19th September)
- Lazada Advanced Class for UKM Students (8th September)
- TOT 3 Module of Lazada for IPTA Lecturers (24th August)
- Accelerator Program for eUsahawan Muda Zon Selatan - Lazada (22nd August)
- Social Media and Creative Content for Agencies of Ministry of Transportation (August)
- Accelerator Program for eUsahawan Muda Zon Tengah – Lazada (July)
- Online Marketing Class for Sholelleh HQ Captains & Warriors (June)
- Intensive Lazada Class for Unimas Students (June)
- Basic of Digital Marketing for Final Year Student of Unisza (June)
- Lazada Preview Class for Accelerator Program eUsahawan TVET (May)
- 10 Sessions of ZOOM Class For Social Media Marketing with Takaful Company (Apr – May)
- Tips & Tricks on Online Marketing at Universiti Sains Islam Malaysia (March)
- TOT Level 3 For Lecturers of Public Universities, Colleges and Technical School (March)
- TOT For New eUsahawan Micro Trainer (February)
- Social Media Marketing Phase 1 for General Takaful Agents (January)
- TOT Level 1 For Lecturers of Public Universities, Colleges and Technical School (January)
- TOT Level 2 For Lecturers of Public Universities (January)

2015 - 2019:

- 2nd Touch Point Programs For Lecturers & Entrepreneurs (Nov 2019)
- Think-Tank Subject Matter Experts Retreat Camp (Oct 2019)
- 1st Touch Point Programs For Local Entrepreneurs (Oct 2019)
- Advanced Course of Online Marketing For KUPTM Lecturers (Oct 2019)
- Business Talk at International Technology Exhibition & Conference (Sep 2019)
- Training for Marketing & Administration Staffs of TATI College (Aug 2019)
- Social Media Marketing Phase 1 For General Agent - Kuching (Aug 2019)
- Social Media Marketing Phase 2 For General Agent - KL (Aug 2019)
- Training of Trainers for Public Universities' Lecturers - Melaka (Aug 2019)
- Social Media Marketing Phase 1 For General Agent -KK (Aug 2019)
- Social Media Marketing Phase 3 For Life Takaful Agent -KL (July 2019)
- Retreat Camp For Top Online Marketing Trainers - Janda Baik (June 2019)
- Social Media Marketing Phase 2 For Life Takaful Agent - KL (June 2019)
- Social Media Marketing Phase 2 For Life Takaful Agent - KL (June 2019)
- Social Media Marketing Phase 1 For General Agent - Kuantan (June 2019)
- Social Media Marketing Phase 1 For Life Takaful Agent - KL (May 2019)
- Social Media Marketing Phase 1 For General Agent - Penang (Apr 2019)
- Social Media Marketing Phase 1 For Life Takaful Agent - KL (Apr 2019)
- Social Media Marketing Phase 1 For General Agent - KL (Apr 2019)
- Social Media Marketing Phase 1 For General Agent - JB (Mar 2019)
- Social Media Marketing Phase 2 For Life Takaful Agent - KL (Mar 2019)
- Tips & Tricks of Digital Marketing & Business Simulation - Kelantan (Feb 2019)
- Travel & Tours Digital Marketing - Kemaman (Jan 2019)
- Digital Marketing For SMEs - Kuala Terengganu (Jan 2019)
- Tips and Tricks On SocMed Marketing – Medini Dental Group (Dec 2018)
- Social Media Marketing – Suruhanjaya Komunikasi Malaysia (Oct 2018)
- FB Page, FBM & Basic FB Ads - KL (Oct 2018)
- Advanced Copywriting & Whatsapp Marketing – KL (Sept 2018)
- Advanced Copywriting & Whatsapp Marketing – KL (Sept 2018)
- FB Ads (Basic Setting & Analysis - KL (Aug 2018)
- Copywriting and Online Biz For Students – KKTM Kemaman (July 2018)
- TOT Level 2 Jabatan Penjara – ILJTM (July 2018)
- Kelas Fasa 1 For General Agent – KL (July 2018)
- Kelas Fasa 2 (FB Page) – KL (May 2018)
- TOT Level 2 – ILJTM (May 2018)
- Copywriting & Prospecting (Life Agent) – KL (Apr 2018)
- Online Marketing Talk For Diploma Students – KPMSI (Apr 2018)
- Sharing Session – 1mpak Program (Mar 2018)
- Housekeeping of FB Page - KL (Mar 2018)
- TM Go Digital Class (Miri) – Telekom Malaysia (Mar 2018)
- TOT Level 1 with FB Policy Surveillance – KPTM Cheras (Feb 2018)
- Fasa 1 Basic Copywriting & Prospecting - KL (Feb 2018)
- Mistakes in SocMed Marketing – Great Eastern Agency Cheras (Jan 2018)
- Mistakes in SocMed Marketing – Cuckoo Shah Alam (Jan 2018)

- Social Media Marketing 3in1 – KL (Sept 2017)
- Online Business For Students – MRSM Betong (Apr 2017)
- Basic of Online Marketing – Sungai Petani (Dec 2016)
- eUsahawan Class – Kuching, Sarawak (May 2016)
- Online Marketing Class – IKM Kuching (May 2016)
- eUsahawan Class – IKM Kuching (Mar 2016)
- Website Development – Sungai Petani (Dec 2015)

- **2015 - 2019:**

2nd Touch Point Programs For Lecturers & Entrepreneurs (Nov 19)
Think-Tank Subject Matter Experts Retreat Camp (Oct 19)
1st Touch Point Programs For Local Entrepreneurs (Oct 2019)
Advanced Course of Online Marketing For KUPTM Lecturers (Oct 2019)
Business Talk at International Technology Exhibition & Conference (Sep 19)
Training for Marketing & Administration Staffs of TATI College (Aug 19)
Social Media Marketing Phase 1 For General Agent - Kuching (Aug 19)
Social Media Marketing Phase 2 For General Agent - KL (Aug 19)
Training of Trainers for Public Universities' Lecturers - Melaka (Aug 19)
Social Media Marketing Phase 1 For General Agent -KK (Aug 19)
Social Media Marketing Phase 3 For Life Takaful Agent -KL (July 19)
Retreat Camp For Top Online Marketing Trainers - Janda Baik (June 19)
Social Media Marketing Phase 2 For Life Takaful Agent - KL (June 19)
Social Media Marketing Phase 2 For Life Takaful Agent - KL (June 2019)
Social Media Marketing Phase 1 For General Agent - Kuantan (June 2019)
Social Media Marketing Phase 1 For Life Takaful Agent - KL (May 2019)
Social Media Marketing Phase 1 For General Agent - Penang (Apr 19)
Social Media Marketing Phase 1 For Life Takaful Agent - KL (Apr 19)
Social Media Marketing Phase 1 For General Agent - KL (Apr 19)
Social Media Marketing Phase 1 For General Agent - JB (Mar 19)
Social Media Marketing Phase 2 For Life Takaful Agent - KL (Mar 19)
Tips & Tricks of Digital Marketing & Business Simulation - Kelantan (Feb 19)
Travel & Tours Digital Marketing - Kemaman (Jan 19)
Digital Marketing For SMEs - Kuala Terengganu (Jan 19)
Tips and Tricks On SocMed Marketing – Medini Dental Group (Dec18)
Social Media Marketing – Suruhanjaya Komunikasi Malaysia (Oct 18)
FB Page, FBM & Basic FB Ads - KL (Oct 18)
Advanced Copywriting & Whatsapp Marketing – KL (Sept 18)
Advanced Copywriting & Whatsapp Marketing – KL (Sept 18)
FB Ads (Basic Setting & Analysis - KL (Aug 18)
Copywriting and Online Biz For Students – KKTM Kemaman (July 18)
TOT Level 2 Jabatan Penjara – ILJTM (July 18)
Kelas Fasa 1 For General Agent – KL (July 18)
Kelas Fasa 2 (FB Page) – KL (May 18)
TOT Level 2 – ILJTM (May 18)
Copywriting & Prospecting (Life Agent) – KL (Apr 18)
Online Marketing Talk For Diploma Students – KPMSI (Apr 18)
Sharing Session – 1mpak Program (Mar 18)
Housekeeping of FB Page - KL (Mar 18)
TM Go Digital Class (Miri) – Telekom Malaysia (Mar 18)
TOT Level 1 with FB Policy Surveillance – KPTM Cheras (Feb 18)
Fasa 1 Basic Copywriting & Prospecting - KL (Feb 18)
Mistakes in SocMed Marketing – Great Eastern Agency Cheras (Jan 18)
Mistakes in SocMed Marketing – Cuckoo Shah Alam (Jan 18)
Social Media Marketing 3in1 – KL (Sept 17)
Online Business For Students – MRSM Betong (Apr 17)
Basic of Online Marketing – Sungai Petani (Dec 16)
eUsahawan Class – Kuching, Sarawak (May 16)
Online Marketing Class – IKM Kuching (May 16)
eUsahawan Class – IKM Kuching (Mar 16)
Website Development – Sungai Petani (Dec 15)



Mohd Asri Bin Mohd Azhar

Graduate No. MY-HTT42243

Certified Digital Marketing Professional

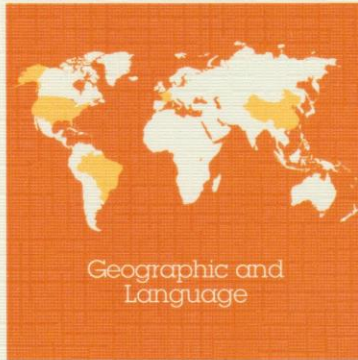
Syllabus version 6.0

Ken Fitzpatrick
CEO

Ted Weissberg
Executive Chairman



26 Feb 2018



Certificate of Attendance

This is to certify that

MOHD ASRI BIN MOHD AZHAR

has attended and completed

The Professional Diploma in
Digital Marketing

held on

22 January 2018 - 26 January 2018



Malaysia Digital Economy Corporation Sdn Bhd (389346-D)

(Formerly known as Multimedia Development Corporation Sdn Bhd)

2360 Persiaran APEC, 63000 Cyberjaya,
Selangor Darul Ehsan, Malaysia

T +603 8315 3000 F +603 8315 3115

Ruj. : TTD/LTR/SFTH/2019/09/370

Tarikh : 13 September 2019

Mohd Asri Bin Mohd Azhar

Pensyarah

Kolej Kemahiran Tinggi MARA Kemaman

Jalan Mak Lagam,

24000, Kemaman,

Terengganu.

Melalui:

YBrs. Md Khalil Bin Mohamad

Pengarah

Kolej Kemahiran Tinggi MARA Kemaman

Tuan/Puan,

PELANTIKAN SEBAGAI SUBJECT MATTER EXPERT (SME) DAN AHLI JAWATANKUASA KEUSAHAWANAN DIGITAL BAGI MALAYSIA DIGITAL ECONOMY CORPORATION (MDEC)

Saya dengan segala hormatnya merujuk pada perkara di atas

2. Sukacita dimaklumkan bahawa pihak MDEC berbesar hati untuk melantik Tuan/Puan sebagai *Subject Matter Expert (SME)* dan Ahli Jawatankuasa Keusahawanan Digital bagi MDEC.

3. Untuk makluman Tuan/Puan, fungsi SME dan Ahli Jawatankuasa Keusahawanan Digital ini adalah seperti berikut:

- (i) Membincangkan perkara berkaitan Keusahawanan Digital seperti hala tuju, polisi dan strategi dalam memangkin ke arah Ekonomi Digital terutamanya dalam penambahbaikan silibus keusahawanan di Institusi - Institusi yang bekerjasama di bawah inisiatif eUsahawan.
- (ii) Menjadi pakar rujuk bagi kandungan modul Keusahawanan Digital
- (iii) Merangka kaedah meningkatkan kebolehpasaran bakal graduan melalui program latihan tambahan yang dapat melatih para bakal graduan mencipta peluang pekerjaan dan menerapkan nilai keusahawanan yang selaras dengan keperluan industri negara.
- (iv) Menjadi pakar rujuk kandungan bagi menjaga kualiti dan keberkesanan Keusahawanan Digital
- (v) Menjadi tenaga pengajar bagi pensyarah baru bagi setiap institusi yang akan datang



Malaysia Digital Economy Corporation Sdn Bhd (389346-B)
2340 Persiaran APEC, 63000 Cyberjaya,
Selangor Darul Ehsan, Malaysia
T +603 8315 3000 F +603 8315 3115

Ruj. : ECOM/LTR/SFJ/2020/02/111
Tarikh : 20 Februari 2020

Mohd Asri bin Mohd Azhar
Pensyarah
Kolej Kemahiran Tinggi MARA Kemaman,
Jalan Mak Lagam,
24000 Kemaman, Terengganu.

Melalui:

Y.Brs. Tn. Md Khalil bin Mohamad
Pengarah Kolej Kemahiran Tinggi MARA Kemaman

Tuan,

**PELANTIKAN SEBAGAI PENULIS KANDUNGAN (CONTENT WRITER) KEUSAHAWANAN
DIGITAL BAGI MALAYSIA DIGITAL ECONOMY CORPORATION (MDEC)**

Saya dengan segala hormatnya merujuk pada perkara di atas

2. Sukacila dimaklumkan bahawa pihak MDEC berbesar hati untuk melantik Tuan sebagai penulis kandungan Keusahawanan Digital MDEC.
3. Untuk makluman Tuan, fungsi penulis kandungan adalah seperti berikut:
 - (i) Menyarankan kandungan yang bersesuaian untuk dimasukkan sebagai modul eUsahawan.
 - (ii) Merangka dan membangunkan kandungan Keusahawanan Digital di bawah program eUsahawan
 - (iii) Memastikan kandungan dikemaskini
 - (iv) Menjadi pakar rujuk berkaitan kandungan Keusahawanan Digital
4. Kandungan yang telah ditulis adalah seperti berikut:
 - (i) Tips & Tricks on Selling at Lazada
 - (ii) Advanced Copywriting
 - (iii) Facebook Marketplace
 - (iv) Carva as online marketing tool



Certificate of Appreciation

This certificate is awarded to

MOHD ASRI BIN MOHD AZHAR
(eUsahawan Subject Matter Expert)

from

KKTM Kemaman

for your outstanding contribution in

eUsahawan Programme 2020

A handwritten signature in black ink, appearing to read "SK", with a horizontal line extending to the left.

Song Hock Koon
Director eCommerce
Malaysia Digital Economy Corporation



يونيڤرسيتي ملايا
UNIVERSITY OF MALAYA

**DEGREE OF
BACHELOR OF BUSINESS ADMINISTRATION**

It is hereby certified that

MOHD ASRI BIN MOHD AZHAR

having fulfilled the requirements prescribed by the University for the programme of study and with the assent of the Senate was awarded the Degree of Bachelor of Business Administration with

Pass With Honours



Senate Date: 16 August 2012

Ghauth Jasmon
Vice Chancellor

Yusoff Musa
Acting Registrar

