

AFZAL EIZAAZ BIN ABDUL GHANI

Brand & Creative Strategist | Master's Candidate in Cybersecurity & Digital Forensics

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PROFESSIONAL SUMMARY

Results-driven Multimedia Designer with over 10 years of experience delivering high-impact visual solutions for corporate and multinational environments across video production, motion graphics, graphic design, and web development. Led and executed 120+ projects since 2016, managing end-to-end creative workflows from strategic planning to global-ready delivery. Strong cross-functional collaborator with marketing, branding, and corporate communications teams. Recognised as a Professional Technologist (Ts.) by MBOT and currently pursuing a Master's in Cybersecurity and Digital Forensics, bringing a disciplined, risk-aware approach to digital branding, user experience, and content governance.

WORKING EXPERIENCE

Multimedia Designer, Behn Meyer Specialties (M) PLT

2024 - Now

- Produced 90 corporate videos for the Business Division using Adobe Premiere Pro, enhancing internal communications by 30%
- Directed and edited 20 event videos, resulting in increased employee engagement and brand visibility by 100%.
- Designed and edited 10 visual content for the subsidiary company campaign, delivering assets on tight deadlines.
- Managed 10 end-to-end production of corporate videos and coordinated photoshoots, ensuring brand consistency across all media.

Graphic Designer, TT One Capital Berhad

2023 - 2024

- Produced 50 commercial videos for digital platforms using Adobe Premiere Pro and After Effects, improving online engagement by 30%.
- Designed more than 200 promotional materials for both online and offline platforms using Adobe Illustrator and Photoshop, aligning visuals with brand identity.
- Maintained and updated company website visuals via WordPress, improving user experience and ensuring timely content delivery by 100%.

Media Manager, Teras Niaga Gemilang Sdn Bhd

2022 - 2023

- Operated DJI drones to capture aerial imagery and generate 2D/3D topographic maps for client site planning using Pix4D and AutoCAD.
- Designed 100 marketing posters for client campaigns using Adobe Illustrator, enhancing visual branding and promotional reach.
- Conducted 2 classroom training sessions for new drone operators, covering flight techniques and mapping workflows.
- Executed aerial delivery of event bunting via drone as part of brand activation stunts, boosting event visibility and audience engagement.

Visual Editor, Kerengga Merah Sdn Bhd

2019 - 2021

- Developed and designed company websites using WordPress, enhancing user experience and increasing traffic through improved navigation and SEO.
- Led social media marketing across Facebook and Instagram, boosting follower engagement through curated content and consistent posting by 100%.
- Managed daily content uploads and video edits using Premiere Pro and After Effects as part of Social Media and Video Editor roles, maintaining brand voice and viewer engagement by 20%.

Marketing Executive, Technerve Solutions Sdn Bhd **2018 - 2019**

- Produced promotional and explainer videos for client websites and social media using Adobe Premiere Pro and After Effects
- Designed visual assets including banners, brochures, and web graphics for both print and digital campaigns
- Managed and updated the corporate website using WordPress, improving layout consistency and page performance

Internship, Media Prima Berhad **2017 - 2018**

- Contributed as a Graphic Designer and Social Media Manager during Sea Games 2017, creating digital visuals and supporting live event content
- Managed content creation and promotional materials for the xtra Official Launch, enhancing audience reach on digital platforms
- Produced daily graphics for branding and promotions using Adobe Illustrator and Photoshop, ensuring visual consistency across campaigns
- Designed stage visuals and coordinated social media content for Anugerah Juara Lagu 32, boosting online engagement for a nationally televised event

Freelancer, AEX Creative Media **2016 - Now**

- Edited over 120 promotional, corporate, and event videos for 30+ clients across industries such as sports, construction, consultancy, and humanitarian sectors using Adobe Premiere Pro and After Effects
- Created detailed 3D environments and models using Blender and Cinema 4D for use in branded animations and visual storytelling projects.
- Developed WordPress websites for businesses across judiciary, tech, and service industries, improving client digital presence and functionality.
- Piloted drone operations to capture high-resolution aerial imagery and generate 2D/3D maps; notably monitored hillside slope conditions for 2 years under a civil consultancy firm to support risk management.

Media Team Lead, Non-Government Organisation **2010 - 2021**

- Captured and edited visuals for over 20 humanitarian, Islamic, and health-related events, significantly boosting community engagement and awareness.
- Designed and maintained the organization's main website, enhancing online presence and information access for community members.
- Broadcasted live events using OBS Studio, increasing community participation and extending campaign reach to online audiences.
- Produced promotional posters, digital flyers, and social content using Photoshop and Illustrator, contributing to a 200% increase in social media followers and visibility.

EDUCATION

MSc. Cybersecurity & Digital Forensics
University Teknologi MARA (UiTM) **2025 - Ongoing**

BSc. ICT, Multimedia
Management & Science University (MSU) **2014 - 2018**

TOOLS

Video Production: Adobe Premiere Pro, After Effects, Blender, Davinci Resolve

Graphic Design: Adobe Photoshop, Illustrator, InDesign, Affinity, Canva

Web Development: WordPress, Elementor, Figma, XD, Visual Code

Livestream: OBS Studio, Zoom, Teams, Meet

Other: Pix4D, AutoCAD, Capcut, ChatGPT, Gemini, Elevenlabs, Claude

RECOGNITION

- Cybersecurity and Digital Forensics Certificate (UiTM) **2026**
- Professional Technologists (Ts.) from Malaysia Board of Technologists (MBOT) **2025**
- Graduate Technologists from Malaysia Board of Technologists (MBOT) **2024**