



MUHAMMAD AZMI BIN JAMALUDIN

Digital Marketing Expert

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📍 No. 112A-1, Jalan Setia Gemilang BJ U13/BJ Setia Alam
Shah Alam, 40170 Shah Alam

Social Media :

- TikTok: 405.6 K followers
- Facebook: 50.3 K followers
- YouTube: 75K subscribers

EXECUTIVE SUMMARY

Azmi believes that leadership is not about titles, but about creating impact. With over ten years of experience in digital marketing, training, and entrepreneurship, he has guided many individuals and small business owners to adapt and thrive through creativity, innovation, and AI driven strategies.

As a trainer and practitioner, he focuses on empowering others to build sustainable income and confidence in the digital economy. His programs combine real world practice with empathy, helping participants develop practical skills and resilient mindsets.

Through the APEL A MBA pathway, Azmi seeks to strengthen his strategic thinking and formalize his years of experience into structured leadership knowledge preparing to contribute more effectively in business, education, and innovation.

WORK EXPERIENCE

Misi Niaga Sdn Bhd
2021–Present

Founder Misi Niaga Sdn Bhd

- Founded Misi Niaga, a training and consultancy brand specializing in AI, TikTok Marketing, and Social Media Strategy.
- Designed and conducted over 50+ SME training programs nationwide.
- Provided digital transformation consultancy for SMEs under HRD Corp, Institut Koperasi Malaysia, and Bookcafe.
- Developed AI-powered training modules for marketing automation and content creation.

PTS Bookcafe Sdn Bhd
July 2023 - December
2023

Content Creator / Marketing Specialist

- Producing content for the official TikTok account of Bookcafe.
- Training Bookcafe affiliates to create engaging and effective content.
- Managing and conducting affiliate marketing training programs for Bookcafe.

Freelance Trainer
(2016– Present)

Digital Marketing Trainer

- Provided training and advisory services in executing marketing campaigns under the Misi Niaga brand.
- Invited as a trainer by several SME companies to train and upskill their marketing teams.
- Served as a trainer for ABS Digital Sdn Bhd, conducting programs focused on marketing and affiliate strategies.

Teraju Tech Sdn Bhd
(2019–2021)

Head of Digital Marketing

- Planned and structured marketing campaigns for the company.
- Provided training and guidance to junior marketing executives.
- Developed and prepared the company's monthly marketing KPIs.

Teraju Tech Sdn Bhd
(2015–2019)

Social Media Executive

- Executed marketing campaigns planned by the manager.
- Prepared and submitted weekly marketing activity reports.
- Created and managed marketing materials for social media platforms such as Facebook and Instagram.

EDUCATION

Sekolah Men (A) Chenor **SPM**
2004–2009

Asia E University **Graduate Diploma in Business Management**
2023–2025

PROFESSIONAL CERTIFICATIONS

Train The Trainer (TTT)

Human Resources Development Corporation (HRDC), 2022

Train The Trainer (TTT)

National Occupational Skills Standard (NOSS), 2022

PROFESSIONAL CONTRIBUTIONS AND PUBLICATIONS

Muhammad Azmi Bin Jamaludin, Gameplan of TikTok Affiliate, 2025, Self-published. This book provides an in-depth strategy guide on TikTok affiliate marketing and the application of AI tools in digital marketing. Over 2000 copies sold to date, showcasing strong market impact and industry acceptance.

CLIENTS & COLLABORATIONS

- ABS Digital Media
- EasyStore
- Fakulti Pendidikan UKM
- PERODUA
- Majlis Perbandaran Ampang Jaya
- IKMA (Institut Koperasi Malaysia)
- PTS Bookcafe
- Malaysian Technology Development Corporation (MTDC)

TRAINING & COURSES CONDUCTED

Over 100 professional training sessions delivered, including:

- TikTok & Artificial Intelligence for Branding
- ChatGPT for Business
- TikTok for Marketing
- Video Marketing Course
- TikTok Ads Conversion
- Masterclass: Video Content with AI

ACHIEVEMENTS

- Strategic Digital Marketing & Paid Ads (Facebook, TikTok, Google)
- AI for Content Creation & Business Automation
- Public Speaking & Corporate Training
- Entrepreneurship & Business Advisory
- Video Editing, Branding, and Storytelling

REFERENCES

Fakhrul Nazhi bin Hanaffi

Director Teraju Construction Sdn Bhd
41-2F, 41-2F, Jln Setia Perdana BE U13/BE,
Bandar Setia Alam, 40170 Shah Alam, Selangor
019-262 9475

Hairul Faizal Adli bin Ab Ghani

CEO PTS Bookcafe Sdn Bhd
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Mohd Firdaus bin Jailan

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