

RIZAL KAMIS

PERSONAL INFORMATION

Name: Mohamad Rizal Bin Kamis
Nationality: Singapore Citizen
Mobile: 91855685
Email: rizalkamis@gmail.com
LinkedIn: <https://www.linkedin.com/in/rizalk/>

DIGITAL MARKETING & CAMPAIGN STRATEGIST | SOCIAL MEDIA | DIGITAL GROWTH

Digital marketing professional with 15+ years of experience managing digital campaigns, web marketing initiatives, and cross-platform content delivery for government agencies, multinational brands, and enterprise clients. Experienced in campaign execution, social media marketing, SEO fundamentals, analytics reporting, lead generation support, and stakeholder coordination. Skilled in managing digital marketing campaigns across websites, eDMs, social platforms, and CMS ecosystems including WordPress, AEM, and Sitecore. Recently completed a Master's in Digital Marketing, strengthening expertise in data-driven marketing strategy, consumer engagement, and digital growth optimisation. Experienced in managing website content, producing digital assets, and supporting B2B marketing initiatives across regional and enterprise environments.

CORE SKILLS

DIGITAL MARKETING

Digital campaign management, Digital content production, Social media marketing, Lead generation support, Campaign optimisation, Content marketing, SEO fundamentals, Paid media coordination, Email marketing

WEB & DIGITAL PLATFORMS

WordPress, Adobe Experience Manager (AEM), Sitecore, HubSpot, CMS management

MARKETING OPERATIONS

Cross-functional coordination, Stakeholder management, Vendor coordination, Campaign scheduling, Brand compliance

TECHNICAL SKILLS

HTML, Web analytics tagging, CRM integration support, UX coordination, Microsoft Co-Pilot, Generative AI.

RIZAL KAMIS

ADDITIONAL MARKETING STRENGTHS

- Strong understanding of digital engagement and audience-focused content strategy
- Experienced in coordinating cross-functional marketing initiatives
- Familiar with campaign KPI monitoring and marketing performance analysis
- Supported social media marketing efforts by coordinating content publishing and monitoring audience engagement across digital platforms
- Exploring and applying AI tools to support content creation, workflow automation, and digital marketing optimisation

PROFESSIONAL EXPERIENCE

Senior Project Executive
Triba Worldwde, Singapore
Feb 2015 – Feb 2026

Managed digital marketing campaigns and website projects for major government agencies and financial institutions.

Key Contributions

- Produced and managed digital marketing content including website updates, eDMs, social media assets, and campaign materials for enterprise and government clients. Supported campaign optimisation initiatives through performance tracking, analytics coordination, and stakeholder reporting.
 - Managed and maintained website content across multiple platforms, ensuring accuracy, consistency, and alignment with brand guidelines.
 - Compiled campaign performance reports and supported KPI tracking through analytics coordination and stakeholder reporting.
 - Collaborated with cross-functional teams and regional stakeholders to ensure timely delivery of digital initiatives across multiple markets.
 - Supported UX improvements by coordinating feedback and implementing enhancements to improve user experience and engagement.
-

Freelance Digital Project Manager
Triba Worldwde, Singapore
Aug 2014 – Jan 2015

Managed regional digital campaign deliverables for multinational clients.

Key Contributions

RIZAL KAMIS

- Delivered digital campaign assets including web updates, eDM designs and banner creatives.
 - Supported regional marketing initiatives for McDonald's APMEA and Nespresso.
 - Coordinated project timelines between creative, development, and marketing teams.
-

Security Controller

Apro Asian Protection Pte Ltd

Jan 2012 – Jul 2014

- Managed client security queries and operational responses to alarm activations.
 - Conducted on-site incident checks and produced operational reports for management.
-

Assistant Engineer (Call Centre)

Acer Computer Singapore

Feb 2011 – Dec 2011

- Provided technical support and troubleshooting for Acer hardware and software products.
 - Assisted customers with product information and post-sales support.
-

Project Manager

PMG Asia Pacific Pte Ltd

July 2006 – Nov 2010

Managed online marketing campaigns for regional enterprise clients, Hewlett Packard (HP)

Key Contributions

- Managed digital marketing projects with annual budgets of up to **SGD 250,000**.
- Coordinated APAC and Japan marketing teams to deliver regional online marketing initiatives.
- Delivered digital assets including microsites, landing pages, registration portals, whitepapers, and eDM campaigns.

RIZAL KAMIS

- Ensured brand consistency across multiple regional websites and languages.
- Monitored site performance metrics and provided monthly analytics reports.

Singapore Police Force
Training Officer - Police Technology Department
Oct 2001 – Jun 2006

- Managed training programmes for 300+ technical staff.
- Oversaw departmental training budgets and learning development initiatives.
- Presented training updates and recommendations to senior management.

Web Publishing Officer - Public Affairs Department

- Designed and managed websites for police events and departments.
- Maintained intranet and internet web platforms for organisational communications.

Project Executive (Web Integration)
ADXplorer Pte Ltd
Dec 2000 – September 2001

- Delivered SEO strategies for enterprise clients including Sony China and SCMP.com.
- Achieved top search ranking results for SCMP.com through early SEO optimisation.
- Managed website content and digital marketing initiatives.

Web Producer
MediaCorp Interactive
Dec 1999 – Nov 2000

- Managed content and graphics for entertainment portal Eastciti.com.
- Contributed to growth achieving 50,000 daily unique visitors.

RIZAL KAMIS

Assistant Multimedia Producer
Radio Corporation of Singapore
Aug 1998 - Dec 1999

- Designed websites and digital assets for multiple radio stations.
- Produced multimedia content for corporate campaigns and radio promotions.

EDUCATION

Master in Digital Marketing
Universita' Degli Studi Guglielmo Marconi (GMU)
Nov 2025

Professional Diploma in Digital Marketing
Lithan Academy (Skillsfuture Career Transition Programme)
Mar 2025

Diploma in Digital Advertising, Technology and Analytics
Temasek Polytechnic
Apr 2015

BSc in Computer Science with Business
SIM – Open University Centre (UK)
2004

Diploma in Electronics, Computer and Communication Engineering
Singapore Polytechnic
1994

ADDITIONAL ACTIVITIES

Singapore Grand Prix
Volunteer Race Official (2015 - present)

Creative & Performing Arts Involvement
Participated in theatre productions, television productions, and performing arts projects, contributing to a strong appreciation for creative arts and audience engagement.

Interests

RIZAL KAMIS

Hiking, motor sports, stage performances