



HAZRIL HAFIZ B AB RAHMAN

GENERATIVE AI EXPERT | BRANDING & WEB DESIGNER | DIGITAL MARKETER

Phone: 0194574157
Email: sales@hazrilhafiz.com
Website: www.hazrilhafiz.com

PROFESSIONAL SUMMARY

Generative AI expert with 13+ years of experience in digital transformation, business automation, and branding. Focused on helping businesses adopt AI tools to boost productivity, streamline workflows, and enhance content creation. Trained over 5,000 business owners in AI and digital strategy. Passionate about empowering SMEs through practical training, branding, and AI adoption.

WORK EXPERIENCE

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| Managing Director, InfinityAI Solutions | 2022 - Present |
| <ul style="list-style-type: none">An AI consultancy and solution provider helping businesses adopt AI in marketing, automation, and content production. | |
| Director, Wallmaster Digital Sdn Bhd | 2020-2022 |
| <ul style="list-style-type: none">Digital marketing and eCommerce company focused on digital development, online advertising, and digital branding. Responsible for leading the digital operations, platform strategies, and campaign execution. | |
| Head of Marketing, Wallmaster Global Sdn Bhd | 2018-2020 |
| <ul style="list-style-type: none">An interior design (ID) company. Oversaw company branding, creative marketing campaigns, and sales funnel strategies, contributing to rapid business growth in home and industrial renovation segments. | |

EDUCATION

Bachelor's Degree in Business Management (Retail)
Universiti Teknologi MARA (UiTM) Kedah

Diploma in Business Management (Banking)
Universiti Teknologi MARA (UiTM) Kedah

TRAINING & SPEAKING EXPERIENCE

Delivered Digital Marketing training with MDEC (2013-2014)
RENTAS, Bahtera (focusing on SMEs and digital adoption.)

Generative AI / Applied AI Online Training
Trained over 5,000 business owners on AI applications and Generative AI since 2022.

Subject Matter Expert in AI
Recognized as a market expert and AI reference figure in Malaysia's digital transformation space.

Feature Speaker at AI Conference
Featured speaker at AIGenFest 2024, sharing insights on AI implementation for business growth & productivity.

CORE COMPETENCIES

Applied AI for Business & Marketing

- AI-Powered Content Creation, Business Automation, Productivity Enhancement, Customer Behavior Analysis, AI Tools Adoption for SMEs

Digital Marketing & Branding

- Social Media Ads, Online Marketing, Visual Content Strategy, Graphic Design, Brand Identity, Funnel Building.

AGENCIES I HAVE WORK WITH



SOME OF THE BRAND I HAVE WORK WITH

