



HAZRIL HAFIZ B AB RAHMAN

AI STRATEGIST FOR PRODUCTIVITY, MARKETING & BUSINESS

Helping organisations & business adopt AI safely, practically & at scale

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PROFESSIONAL SUMMARY

Generative AI trainer & consultant with 13+ years of experience in digital transformation, business automation, and marketing. Specialises in helping organisations, agencies, and government-linked entities adopt AI for productivity, operational efficiency, and content workflows.

Has trained 5,000+ business owners, professionals, and teams across Malaysia through hands-on, non-technical AI training. Known for translating complex AI concepts into practical SOPs, workflows, and real business use cases.

WORK EXPERIENCE

Managing Director, InfinityAI Solutions

2022 - Present

- Designed and delivered custom AI training programs for SMEs, agencies etc.
- Developed AI SOPs, internal workflows, and AI solutions for business, marketing and productivity.

Director, Wallmaster Digital Sdn Bhd

2020-2022

- 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

- 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

CONNECT WITH ME ON SOCIAL MEDIA



Facebook (28K) : facebook.com/hazrilhafiz



TikTok (28K) : tiktok.com/hazrilhafiz11

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

AGENCIES I HAVE WORKED WITH



SOME OF THE BRANDS I HAVE WORK WITH



LIST OF TRAINING & FACILITATION EXPERIENCE

- 1- Module : Bengkel Pemeraksanaan Produktiviti & Kreativiti Digital Melalui Aplikasi AI Generatif
SURUHANJAYA PENCEGAHAN RASUAH MALAYSIA (SPRM)
- 2- Module : AI for Working Professionals: From Automation to Creativity
ISTANA NEGARA
- 3- Module : AI for Working Professionals
POLIS DIRAJA MALAYSIA (PDRM)
- 4- Module : AI for Working Professionals : Practical AI & Office Productivity
AMANAH IKHTIAR MALAYSIA (AIM)
- 5- Module : Kursus Penjanaan Imej Melalui AI (Artificial Intelligence)
DEWAN BAHASA DAN PUSTAKA (DBP)
- 6- Module : AI dalam Perniagaan
GROWPLUS 2026 — PERBADANAN KEMAJUAN NEGERI SELANGOR (PKNS)
- 7- Module : Kursus Penggunaan AI, Canva & Laman Web dalam Pengembangan Perniagaan (Siri 2/2025)
UNIVERSITI PERTAHANAN MALAYSIA (UPNM)
- 8- Module : TikTok & Reels Marketing: Menggunakan Video Pendek untuk Engagement Maksimum
UNIVERSITI MALAYA
- 9- Module : Tech Titans: Careers in AI & Beyond
UNIVERSITI TEKNOLOGI MARA (UITM) KEDAH
- 10- Module : Kursus Usahawan Kreatif Photography & Videography by Smartphone (Siri 2/2025)
AKADEMI PEMBANGUNAN BELIA MALAYSIA (APBM)
- 11 - Bengkel Pemasaran Digital eKelas Usahawan
UNIVERSITI MALAYSIA PERLIS (UNIMAP)
- 12 - Module : Generative AI in Social Media Marketing
MTDC — UNIVERSITI PUTRA MALAYSIA (UPM)
- 13 - Module : AI Untuk Produktiviti Kerja
INSTITUT LATIHAN PERINDUSTRIAN (ILP) APNT NIBONG TEBAL
- 14 - Module : Kursus AI & ChatGPT untuk Produktiviti Kerja dan Komunikasi Digital
MAJLIS DAERAH KERIAN
- 15 - AI Training for Business, Marketing & Productivity
BYOND GROUP OF COMPANIES
- 16 - Generative AI and Canva Office Mastery
UDA HOLDING