

Raif Shareef

Digital Marketing — Tech & Design Strategy

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PROFESSIONAL EXPERIENCE

Outreach Manager

Aug 2026 – Present

Vitamindi

Remote

- Managed the lead pipeline and tracking system, accurately logging communication stages, qualifying developer expectations, and scheduling introductory calls for the founding team.

Part-time Lecturer (Digital Marketing)

Sept 2024 – Present

Mianz International College

Maldives (Remote)

- Design and deliver comprehensive curriculum on marketing foundations and implementation strategy for postgraduate students, demonstrating subject matter authority in modern marketing practices.

Growth Marketing Specialist

Mar 2024 – Aug 2024

Swipey Digital Services

KL, Malaysia (Remote)

- Spearheaded a major conversion optimization initiative, redesigning the user journey based on funnel analysis to deliver a 200% increase in acquisition conversion rates.
- Defined and executed A/B testing frameworks to validate UI/UX hypotheses, presenting data-driven recommendations that led to a 35% increase in user engagement.

Product Manager

Mar 2021 – Feb 2023

MyBump Media

KL, Malaysia

- Bridged the gap between client needs and technical execution, collaborating with engineering to scope and launch new features for core tech platforms.
- Improved overall client experience and retention by redesigning the client-facing dashboard and delivering intuitive UI prototypes for the mobile app.
- Owned the product lifecycle for digital offerings, capturing 30% of company revenue through strategic alignment of features with market demands.

Business Developer & Growth Hacker

Jan 2020 – Mar 2021

MyBump Media

KL, Malaysia

- Implemented and managed the company's Customer Relationship Management (CRM) system, streamlining lead generation and client follow-ups.
- Improved departmental workflows by integrating robust marketing automation and sales reporting pipelines.
- Conducted customer discovery, tracking data across business units to ensure alignment with client expectations, achieving a 4.6/5 customer satisfaction rating.

Account Assistant

Oct 2017 – Mar 2018

Destinational

Malé, Maldives

- Optimized documentation workflows and assisted with account reconciliation and B2B collections, directly managing processes impacting 20% of company revenue.

Marketing Coordinator & Sales Supervisor

Jul 2015 – Nov 2016

Hassan Marine Engineering Solutions

Malé, Maldives

- Fostered strong client relationships and executed localized marketing campaigns to drive product awareness.
- Awarded 'Best Customer Service' at the Maldives Marine Expo (2016) and Mercury Marine's 'Marketing Excellence Award' (2016) for outstanding performance in sales and brand promotion.

EDUCATION

MSc. in Global Marketing Management

2018 – 2019

Asia Pacific University

Kuala Lumpur, Malaysia

Bachelor of Commerce

2012 – 2015

Jain University

Bangalore, India

CERTIFICATES

Foundation in Computer Science <i>HarvardX CS50x</i>	2025
Understanding Data Science <i>DataCamp</i>	2022