

HUSAINI JOHARI

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Kuala Lumpur, Malaysia

FOUNDER/MANAGER - STRATEGIC PLANNING | KUALA LUMPUR, MALAYSIA

Results-oriented entrepreneur with a proven track record in business development, app development, and marketing. Skilled in crafting and executing innovative strategies to drive business growth and achieve business objectives. Possessing a strong foundation in business planning, digital marketing, and sales, I am adept at identifying market opportunities and translating them into successful ventures. Demonstrated ability to lead and motivate teams while fostering a culture of innovation and collaboration.

STRENGTHS AND EXPERTISE

Business Strategy	Business-to-Business (B2B)	Data Analytics
Marketing Strategy	Strategic Partnerships	Communication
Digital Marketing	Go-to-Market Strategy	Operations Management

PROFESSIONAL EXPERIENCE

Terocca Advertising & Marketing October 2023 - Present
Founder/Manager - Strategic Planning

Accomplishments:

- Spearheaded the founding and development of TeroccaAds, a mobile marketing service provider specializing in accessible solutions.
- Developed and executed a comprehensive business strategy.
- Oversaw the development of mobile applications and web platforms.
- Implemented targeted B2B marketing campaigns.
- Managed financial operations and secured funding to support business growth.

Freelance Jan 2024 - Present
Business Growth Specialist

Accomplishments:

- Developed and launched multiple mobile & web applications across diverse sectors.
- Provided strategic consulting services to clients.
- Enhanced app functionality and user experience.

Loceng Studio Nov 2022 - Dec 2023
Head of Business Development

Accomplishments:

- Expanded market reach through strategic partnerships.
- Drove business growth through effective lead generation and sales strategies.
- Implemented innovative marketing campaigns to increase brand visibility.

IMI Creative Sdn Bhd
Growth Marketing & Business Development Manager

May 2019 - Apr 2020

Accomplishments:

- Successfully launched mobile applications that resonated with target audiences.
- Conducted thorough user acceptance testing.
- Collaborated with designers to create visually appealing and user-friendly interfaces.
- Secured funding to support business expansion

EDUCATION

International University of Malaya-Wales

Bachelor of Business Administration - BBA, Islamic Finance

CERTIFICATION

Bursa Malaysia

Introduction to Sustainability

Google Digital Academy

Google Ads AI-powered performance

TAFISA - The Association For International Sport for All

TAFISA National Certified Leadership Course in Sport for All
