

HRD CORP CERTIFIED TRAINER

MOHD HAFIZI BIN ALI

Enterprise Web & SEO Strategist | Corporate Wellness & Team Building Facilitator

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HRD CORP TTT COMPETENCIES

- CT1 Plan Adult Learning
- CT2 Conduct Training Needs Analysis (TNA)
- CT3 Design Competency-Based Training
- CT4 Conduct Competency-Based Training
- CT5 Assess Participant's Competence

EDUCATION

Executive Diploma in Information Technology
University of Malaya (UM)

CGPA: **3.80** 2015 – 2017

KEY CERTIFICATIONS

- **HRDC Certified Trainer Certificate** — Human Resource Development Corporation
- **SEO Foundations** — LinkedIn Learning
- **App Store Optimization** — LinkedIn Learning
- **SEO: Link Building** — LinkedIn Learning
- **Sports Science Level 1 Course Certificate** — National Sports Council of Malaysia
- **Instructor Blue Belt** — Academy Capoeira Cordão de Ouro Malaysia

CORE TECH & FACILITATION SKILLS

WordPress · Elementor · WooCommerce · PHP · HTML/CSS/JS · MySQL · cPanel/WHM · SEMrush · GA4 · Google Search Console · SEO Content Strategy · Claude/Gemini/ChatGPT · Rhythmic Percussion · Sports Science & Fitness

EXECUTIVE TRAINER PROFILE

Results-driven Website Manager, Full-Stack WordPress Developer, and SEO Specialist with over 15 years of industry experience across global management consultancies, broadcast media, and education. Having led web operations at YCP Renoir, enterprise SEO/ASO at Astro, and digital search strategy at RichWorks, Hafizi translates proven corporate case studies into practical, high-impact training. Qualified in Sports Science (Level 1) by the National Sports Council of Malaysia and backed by over a decade of experience as a Capoeira Instructor, he also delivers high-energy movement, mobility training, and stretching that uses rhythmic percussion to boost participant synergy and performance.

SIGNATURE TRAINING PILLARS

Strategic SEO Marketing

Technical SEO, On-Page/Off-Page Optimization, App Store Optimization (ASO) & AI Search Visibility (AEO, GEO, AIO) to capture high-intent organic traffic.

WordPress & Web Architecture

Corporate Website Development, Elementor, WooCommerce, Hosting Governance & Web Security for reliable, scalable business websites.

Website Content & Copywriting

Creating search-friendly website content, high-converting landing pages, and lead funnels that turn visitors into customers and drive measurable sales growth.

Mobility, Stretching & Rhythmic Percussion

Help staff move better, improve flexibility, and reduce body tension through active stretching and mobility, while boosting team spirit through fun, energetic group percussion.

PRACTITIONER & INDUSTRY TRACK RECORD

Website Manager — 2022–Present
YCP Malaysia Sdn. Bhd
Multi-site governance for global consultancy brands, full-stack WordPress, technical SEO, and platform integration.

SEO Specialist — 2020–2022
RichWorks International Sdn Bhd
Drove organic traffic through keyword discovery, SEO content optimization, and executive data dashboards.

SEO Specialist — 2017–2020
ASTRO Measat Broadcast Network
Led multi-language SEO (EN, BM, CN, IN) and iOS/Google Play App Store Optimization (ASO) for major broadcast portals.

WordPress & Front-End Developer — 2009–2017
Digital Smartland & Fusionbrand
Developed corporate WordPress and WooCommerce platforms while training client administrators on hands-on CMS operations.

Capoeira Instructor — 2009–Present
Grupo Capoeira Cordão de Ouro Malaysia
Lead structured capoeira movements training, functional mobility, stretching, flexibility, and Afro-Brazilian percussion sessions that build coordination, vitality, and team spirit.

NOTABLE BRAND & PROJECT PORTFOLIO

Enterprise & Broadcast

Astro · Astro Awani · Gempak · Stadium Astro · YCP Renoir · YCP Sustainability · YCP Unison · RichWorks · AmanahRaya · CMIC CRO Japan · Sarawak SCORE