



Trainer Profiles



The
Marketing
School

by INVOKE

Trainer Profiles

The Marketing School's three (3) learning modules are each conducted by industry professionals with a range of commercial, creative, and digital marketing experience.

Adib Iliya Azlan **CEO of INVOKE**

Swathe Shanmugaraj **Product Head of decoris**

Reezal Rosli **Creative Lead at INVOKE**

Adib Iliya Azlan CEO of INVOKE

BACKGROUND

Before becoming CEO of INVOKE, Adib served as Head of Commercial from 2022 to 2023. During this time, INVOKE achieved its most successful financial quarter to date and doubled the average revenue per team member under his leadership.

Adib specialises primarily in Meta platforms and the F&B sector.

SPECIALISATION

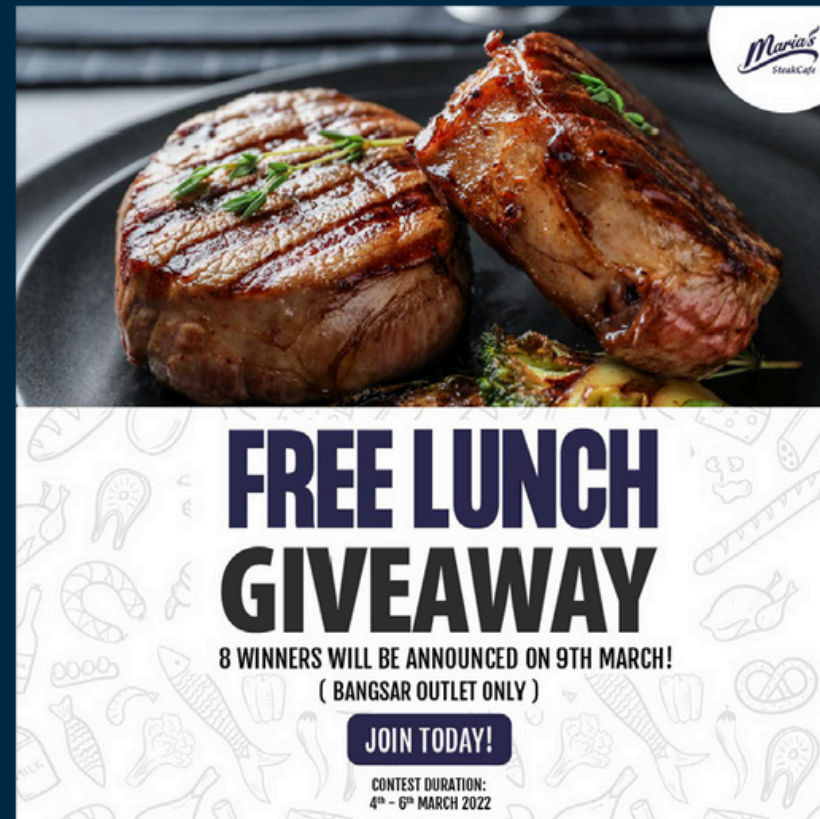
His campaigns for Maria's SteakCafe delivered a return on ad spend (ROAS) of **24.31**, meaning every RM1 invested generated RM24.31 in revenue.

Prior to these roles, Adib spent two years as a Digital Marketing Project Manager and Consultant, working with over 150 organisations. These included F&B SMEs like Maria's SteakCafe and Kampong Kravers, multinational corporations such as Honda and Kewpie, and global non-profits like UNICEF.

His one-off campaign for Kewpie Malaysia delivered an 18,823% increase in engagement and 803.72% increase in page followers compared to the previous agency.



PORTFOLIO



Maria's Steakcafe

For over 2 years, INVOKE supported Maria's Steakcafe to generate more online reservations and physical foot traffic - growing with them as they opened their 'Signature' outlet in KLCC.

OUR IMPACT

24.31 return on Ad Spend
91.33% estimated Lifetime ROI

Chek Hup

Chek Hup is an Ipoh-based coffee brand established in the 1960s - known for its Ipoh White Coffee. Chek Hup chose INVOKE to facilitate their transition into digital marketing shortly after the COVID-19 pandemic - a role it served ably for 2 years.

OUR IMPACT

19.38 return on Ad Spend
35.59% estimated Lifetime ROI



Swathe Shanmugaraj Product Head of decoris

BACKGROUND

Swathe Shanmugaraj's journey to becoming Product Head of decoris began with her role as a Sub-team Leader in INVOKE's Digital Marketing team, where she served for over three years. She initially managed a diverse portfolio of clients, including Ben's Charcoal Chicken, Optom Resources, The Humble Food Company, Erat Tunggul, and Kay's Steak & Lobster. As her responsibilities grew, she took on performance management for high-profile clients like the Berkeley Group, Knight Frank, IOI, and others.

In 2020, Swathe transitioned into the role of Product Manager for decoris, a comprehensive digital marketing project management platform. Under her leadership, the platform has been adopted by more than 900 companies for their digital marketing campaigns.

SPECIALISATION

Swathe's expertise is rooted in META platforms, with a particular focus on the property sector. She successfully led conversion campaigns for UK-based property developers during the COVID-19 pandemic, generating multi-million ringgit sales. One of her campaigns for a multinational automobile brand achieved an impressive 8,828% ROI. Throughout her career, Swathe has helped her clients generate over RM11 million in sales across various projects.





Honda

Prior to 2021, Honda Malaysia was accustomed to using social media as a platform for product-related updates and customer engagement, but not as a platform designed to generate purchase inquiries and sales.

INVOKE was responsible for managing Honda Malaysia's first foray into digital leads generation. In addition to designing marketing collaterals and managing ads targeting, INVOKE also filtered all leads before handover to Honda sales agents.

OUR IMPACT

500 qualified leads delivered
6% leads conversion rate
8,828% Return of Investment (ROI)

Reezal Rosli Creative Lead at INVOKE

BACKGROUND

Reezal is a multidisciplinary creative known for turning bold ideas into visual impact. With roots in illustration, storytelling, and content design, his work lives at the intersection of pop culture, subculture, and social relevance.

Over the past 7 years, from esports to youth-driven content, Reezal's ability to translate complex messages into highly shareable visual content has made him a trusted creative collaborator for major brands and platforms. His background in illustration, editorial design, and content strategy means he builds campaigns that not only look great — but also carry soul, intent, and impact.

SPECIALISATION

He is known for his bold visual language and deep cultural fluency, especially when working with youth and internet-native audiences. Whether it's building a new brand identity, animating a digital series, or storyboarding an idea from scratch, Reezal approaches each project with layered thinking and fearless execution.

Reezal's style is — expressive, contemporary, and fearless.





Brand Digital illustrations for Toyota Malaysia

— using artistic storytelling to enhance brand visibility and promote products and services.

Key artworks were featured in the 2019 Toyota campaign for the Vios, Corolla, Yaris, and Camry.



Celcom Delivered visually striking, brand-consistent assets that resonated with a young, digital-first audience.



Branding Work

Built identities that don't just look good — they carry meaning. Reeza's work blends visual energy with cultural depth, creating brands that connect, speak, and stay remembered.



eGG Network

— from character art to webcomics and broadcast overlays — shaping the look and feel of one of Malaysia's top esports and gaming brands.



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