



The
Marketing
School

by INVOKE

Trainer Profiles

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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**

Hidayat Jamalolail **Founder of Studio HDJ**

Swathe Shanmugaraj **Product Head of decoris**

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

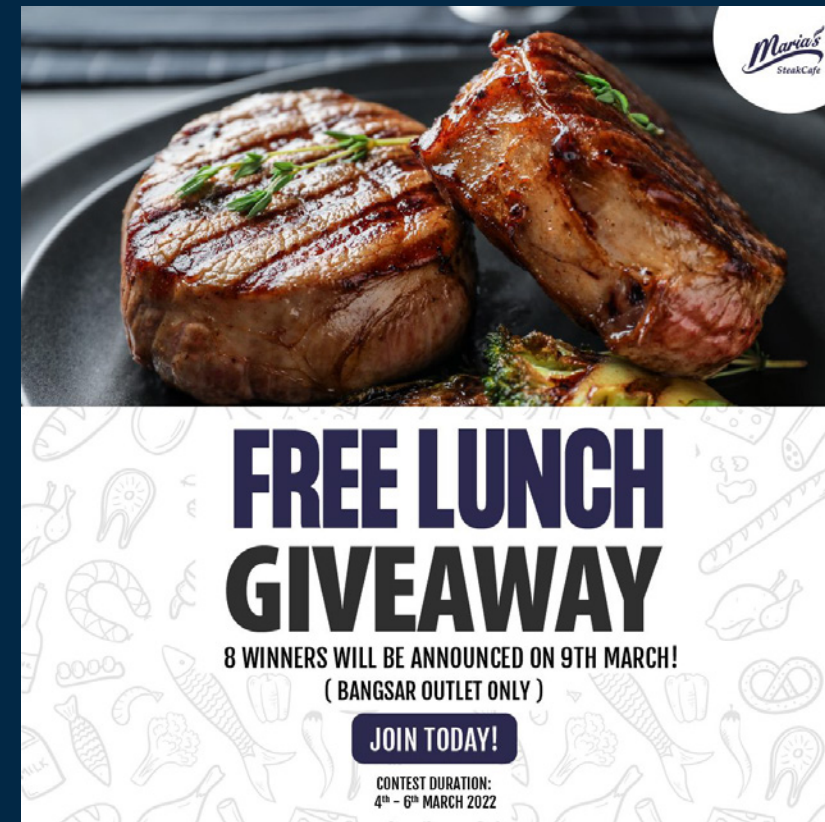
His campaigns for Maria's SteakCafe delivered a return on ad spend (ROAS) of **24.31**, meaning every RM1 invested generated **RM24.31** in revenue.

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



Hidayat Jamalolail Founder of Studio HDJ

BACKGROUND

Dayat created his own creative studio in 2011 shortly after graduating in Multimedia and Media Innovation from Multimedia University (MMU). His breakthrough came through his work on several high-profile stage productions, including the Supermokh and Supermokh Restaging musicals.

Since then, Dayat has worked with over 1,000 clients, both commercial and non-profit, providing services in company branding, spatial design, and online content creation.

Dayat believes in *rekajiwa* – the idea of design with soul.

SPECIALISATION

He believes that every organisation should aim to stand out with bold, daring branding that makes people pause and reflect, rather than relying on designs that simply follow trends or blend in with others.

His creative work & teaching style centres on helping people focus on what makes their brand unique, and guiding them in how to incorporate those distinctive qualities into fresh branding materials – including photos, videos, and online brand elements.



PORTFOLIO



Gading Marine Industry (GMI) Corporate Video

Post production for Gading Marine Industry corporate video. GMI, a Malaysian shipbuilding company signed a deal with the Malaysian government in 2022 to supply 13 Fast Interceptor Crafts to be used by the Royal Malaysian Navy.



BT Holiday Rebranding A local travel agency looking for a rebrand.



Musical Theatre Production

Design Master & Official Photography for Tall Order Production held in Istana Budaya between 2010 - 2013.



Various Branding Work

Brand identity design made for various clients across various industries from digital platform, political entity, airfreight and travel & tourism.





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)

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