

Raif Shareef

Technical Marketer | Marketing Operations & Web

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SUMMARY

Generalist marketer and builder with a foundation in computer science (CS50x) and UI/UX design. Experienced in conversion optimization, marketing automation, and bridging the gap between growth strategy and technical execution.

TOOLS & TECHNOLOGIES

Marketing & Growth: Go-To-Market Strategy, CRM Automation, A/B Testing, Conversion Rate Optimization (CRO)
Design & UI/UX: Figma, Wireframing, User Journey Mapping

PROFESSIONAL EXPERIENCE

Independent Consultant / Technical Marketing & Web Development

Jan 2023 – Present

Selected Client Engagements & Contracts

Remote

- **Vitamindi Games (Outreach & Marketing Ops Contract, 2026 – Present):** Built and managed lead generation pipelines, publisher tracking, and partner qualification.
- **Swipey Digital Services (Growth Contract, 2024):** Redesigned user onboarding flows based on funnel drop-off analysis, increasing sign-up conversion. Designed and ran A/B tests on key landing and product pages to evaluate UX improvements. Collaborated closely with the product and engineering teams to ensure experiment designs were feasible to implement.
- **Client Web Development & Marketing (2023 – 2024):** Designed and deployed marketing websites and digital assets for small businesses and indie ventures.
- **Mianz International College (Part-time Lecturer, 2024 – Present):** Taught digital marketing strategy and foundations.

Product Manager & Growth

Jan 2020 – Feb 2023

MyBump Media

KL, Malaysia

- Owned feature roadmaps and product requirements, serving as the bridge between business stakeholders and the dev team.
- Designed UI wireframes and interactive prototypes in Figma for the client dashboard and mobile app.
- Set up and maintained the company CRM and marketing automation pipelines, reducing manual lead tracking across teams.

SELECTED TECHNICAL PROJECTS

Web Applications & Tooling (Personal & Open Source)

- Built web tools and applications using modern web stacks (e.g., Astro, Supabase, Vue/Vanilla JS), managing deployment and state.
- Completed HarvardX CS50x (Computer Science fundamentals in C, Python, SQL, and Web Development).

Marketing & Workflow Automation Scripts

- Built custom data and automation workflows (e.g., Google Sheets API scripts, CRM integrations, and web scrapers) to replace repetitive manual data gathering.

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

2025

HarvardX CS50x

Understanding Data Science

2022

DataCamp