



CONTACT

EMAIL
muhammadfaizalahmad@gmail.com

PHONE
016-283 0386

LOCATION
Shah Alam, Selangor, Malaysia

LINKEDIN
linkedin.com/in/iamkfaizal

COMPANY
iamkdigital.com

CORE COMPETENCIES

IT leadership and digital transformation

Web and application systems, IT consultancy, IT project management, IT strategic planning, technology roadmaps, website performance, SEO and accessibility, digital infrastructure for a corporate group and its subsidiaries

Software, AI and automation

Custom web applications, ASP.NET (VB), HTML, CSS and JavaScript, AI-driven workflows, AI integration (Gemini, OpenAI, Claude), WordPress plugin development, React, Tailwind CSS, PostgreSQL (Supabase), Python automation

Digital, brand and communication

Digital marketing, social media strategy, corporate PR, employer branding, video and graphic design, board papers and executive presentations

Leadership and partnerships

Direct reporting to the CEO and Managing Director, stakeholder engagement, government and academic MOUs, event management

EDUCATION

Master of Science in Information Technology

Universiti Teknologi MARA (UiTM), Shah Alam
Mar 2024 to Mar 2026, completed CGPA 3.88. Coursework included IT Project Management and IT Strategic Planning.

APEL A

Malaysian Qualifications Agency
Mar 2023

Diploma in Information Technology

Kolej Poly-Tech MARA, Alor Setar
2003 to 2006

Muhammad Faizal Ahmad

Head of IT & Digital | AI and Automation

PROFILE

IT and digital leader with 20 years across software development, web systems, AI and automation, and brand communication. Has reported directly to the Group CEO of PKT Logistics Group for 13+ years, leading web infrastructure, digital channels and corporate communications for the group and its subsidiaries. Founder of IAMK Digital, which builds custom web apps, AI tools and a WordPress plugin for Malaysian businesses. MSc in Information Technology (UiTM), with coursework in IT project management and IT strategic planning.

20 yrs

in IT and digital

13+ yrs

reporting to the Group CEO

11

websites managed

1,800+

career day attendees, zero ad spend

PROFESSIONAL EXPERIENCE

PKT Logistics Group Sdn Bhd, Shah Alam, Selangor

Manager, Head of Web Development & Creative Design

Jun 2024 to present

- Lead the digital transformation of the Group's brand identity and web presence across web and mobile touchpoints.
- Lead a team of up to 5 in the design, development and maintenance of 11 websites for the company and its subsidiaries, using analytics to improve speed, SEO and accessibility.
- Optimise content delivery and asset management for fast loading and scalability.
- Direct production of branding and marketing assets: logos, brochures, apparel and corporate calendars.
- Manage PKT's social media channels on Facebook, TikTok, Instagram and LinkedIn, with a content strategy built on 4 pillars: 5H Culture, Education and CSR (from the Mission Statement) and Hero/Mastery (from the brand archetype).
- Since August 2026, produce about 12 AI-generated videos a month with Google Flow.
- Also run the LinkedIn pages of subsidiary companies and the LinkedIn and Facebook pages of Bukit Kayu Hitam ICD Sdn Bhd.
- Built PKT AI BrandGuard on own initiative: an AI platform for content compliance and brand governance, used by the Branding & Communication department to check that social media outputs such as reels and posters follow the company brand guideline (React, Tailwind CSS, PostgreSQL on Supabase).
- Delivered the group's corporate website and sustainable logistics hub showcase.

Manager, Head of Social Media & Promotion

Jun 2013 to May 2024

- Reported directly to the Group CEO, translating executive vision into stakeholder communication strategy and corporate messaging.
- Directed corporate storytelling that produced viral content, including one video with 3M+ organic views across platforms and zero ad spend, and produced 380+ videos for the PKT YouTube channel.
- Built government and academic partnerships (MOUs), securing C-suite participation in national programmes such as MOHE's CEO Faculty Programme. Grew the Facebook page organically from 100+ to 110,000+ followers by 2026.
- Ran employer branding with zero ad spend, drawing 1,800+ attendees to the Facebook Fans Career Day.
- Drafted Board Papers and executive presentations on business performance for the Board of Directors.
- Modernised internal communications with digital engagement tools; developed websites and internal web applications for the company and its subsidiaries.

Web Developer cum Programmer

May 2011 to May 2013

- Developed websites and internal web applications for the company and its subsidiaries.

RECOGNITION

Malaysia Book of Records

Most Number of Participants in a Young Entrepreneurship Competition. Coordinator for Promotion, Media and Public Relations, Young Socialpreneur Programme 2017, Politeknik Sultan Haji Ahmad Shah, Kuantan (Jul 2017).

Committee member, Industry-Education Collaboration

Politeknik Sultan Salahuddin Abdul Aziz Shah, Shah Alam (2013 to 2014), representing PKT Logistics Group.

IAMK Digital, Malaysia

Founder & Chief Visionary

2026 to present

- Run an SSM-registered IT consultancy and software company delivering custom web apps, AI-enabled tools and strategic IT advice to Malaysian businesses.
- Designed and shipped platforms including JK Football Academy, Blastr and MyAITeam, plus the IAMK Digital Site Chat Assistant WordPress plugin; built internal Telegram bots in Python and JavaScript to run IAMK Digital's operations.
- Advise growing companies on technical architecture, infrastructure modernisation and AI and automation, anchored to measurable business value.

Earlier roles

Founder

2016 to 2020

IA Media Marketing (freelance web development and digital marketing)

- Kolej Dar Al-Hikmah (Feb to May 2018): built the website and an online student registration system in ASP.NET (VB), plus marketing materials, photography and videography.
- TeraTechnique Engineering (2020): complete website overhaul; web hosting and support since 2017.

Web Developer

Mar 2010 to Apr 2011

Maxfame Technologies Sdn Bhd, Cyberjaya

- Managed ASP.NET (VB) web applications for multiple clients across design, development and support.
- Implemented freight, warehouse and transport management systems for clients.

Programmer

Sep 2007 to Oct 2009

PTIT Sdn Bhd, Shah Alam

- Developed scalable web applications bridging backend functionality and frontend user experience.
- Managed User Acceptance Test (UAT) courses and documented new system implementations.

Web Designer

Jun 2006 to Aug 2007

Easynet Interactive, Kuala Lumpur

- Designed and developed corporate websites and marketing materials for clients; supported web hosting customers.

SELECTED PROJECTS

Four products and platforms delivered through IAMK Digital in 2026 (iamkdigital.com).

JK Football Academy (jkfa.my). Custom web app unifying player skill evaluations, squad call-ups and automated parent billing across parents, coaches and administrators. Google Lighthouse (Oct 2026, desktop): 97 performance, 95 accessibility, 100 best practices, 100 SEO.

MyAITeam. Web platform and marketplace for deploying specialised autonomous AI "employees".

Blastr. Multi-channel marketing and lead-generation platform for high-volume email and WhatsApp outreach.

IAMK Digital Site Chat Assistant (WordPress plugin). Own product, free on WordPress.org. Works with Gemini, OpenAI, Claude, DeepSeek, Mistral, xAI and other AI providers, or any OpenAI-compatible endpoint, and learns from a site's posts, pages and WooCommerce products. A paid Pro version adds lead capture, WhatsApp handoff, quick replies and CSV export.

JK Football Academy, MyAITeam and Blastr are built with React, Tailwind CSS and PostgreSQL (Supabase), with Resend for email, on Linux shared hosting.

STRATEGIC INITIATIVES AT PKT LOGISTICS GROUP

"Milo Van Phenomena" campaign

2013 to 2015

An online-to-offline campaign to tie PKT's logistics identity to students and graduates.

- Grew the Facebook page organically from 100+ to 60,000 likes by 2015.
- Established the PKT Tour in 2014, a paid visit programme for corporate groups and university and polytechnic students that still runs today and has welcomed 25,000+ visitors.
- Used the tour to open relationships with local universities and polytechnics, leading to MOUs that strengthened the company's and the CEO's reputation.
- Opened new business opportunities from students who became working professionals, including participation in MOHE's CEO Faculty Programme.

"Facebook Fans Career Day"

2013 to 2014

Turned social followers into a recruitment pipeline at zero ad cost.

- 1,800+ participants attended the 2014 event, with 1,900+ RSVPs on Facebook.
- Built a talent pool of students who expressed interest in working at PKT, with no recruitment advertising spend.

References available on request.