

Faris Irfan

GTM Leader & AI Founder — CEO, Rizqey

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Marketing professional with 8+ years of customer-acquisition execution across seven ventures. Currently CEO of Rizqey, an AI-native done-for-you sales service for early-stage founders. Built go-to-market strategies from zero at Thryffy (10K downloads, 607K views, RM10K revenue) and Nwabuike Ventures (30K attendees, 207K views, RM10K revenue). Demonstrated founder-level execution: deployed ledos dating app from concept to App Store in 48 hours; generated 192 qualified enterprise leads for Kroeva B2B SaaS. Proficient with the AI-native stack (Claude, Codex, Manus, Hailuo, Higgsfield, Claude Code, Lovable) and data-driven marketing tools (Google Analytics, SocialInsider).

1M+

Cumulative Content
Views

22.5K

Peak Followers

RM20K+

Direct Revenue
Generated

40K+

Customers & Attendees

170K+

Rizqey IG Views, 60
Days

CORE COMPETENCIES

Marketing & Growth

Customer Acquisition Strategy, Paid Ads (1M+ impressions), Content Strategy, Social Media Marketing, Demand Generation, GTM Execution, Data-Driven Optimization

Founder Skills

Product Launch, Team Building, GTM Strategy, Rapid Prototyping, Enterprise Sales, Business Development, Portfolio Management

PROFESSIONAL EXPERIENCE

Rizqey — Chief Executive Officer | Jul 2026 – Present | Remote

AI-native done-for-you sales for early-stage founders — outbound, content, and closing, operator-embedded.

- Running warmed 5-mailbox outbound fleet against 374 YC-backed startups; 700+ target list building in parallel on LinkedIn
- Drove 170K+ IG views in 60 days for the brand, 90.9% reach beyond followers
- Built and operates a multi-model AI review system (Claude Code, Codex, Manus) across every send

Wild Rice — Director | Sept 2025 – Present | Greater Kuala Lumpur

Leading a portfolio of AI-native software products (Kroeva, ledos, Afferens, Klyntar) with a 10-person team. Orchestrated the transition from creative media agency to software development company.

- Scaled team from 0 to 10 people in 6 months with clear role definitions
- Established product development pipeline for four concurrent ventures with distinct market positioning

ledos — Chief Executive Officer | Dec 2025 – Present | Greater Kuala Lumpur

AI-powered dating app solving decision fatigue through intent-aligned matching and behavioral verification.

- Deployed full-stack app from concept to App Store in 48 hours; 100+ testers in month one, 100+ downloads across Google Play and Apple App Store

Kroeva — Chief Executive Officer | Sept 2025 – Present | Greater Kuala Lumpur

B2B SaaS iPaaS platform integrating Claude, Manus, Hailuo, Higgsfield, and custom AI systems into enterprise workflows.

- Generated 192 qualified enterprise leads through targeted outreach; built website and infrastructure (custom domain, DNS, SSL)

Wild Rice — Creative Director | Mar 2020 – Aug 2025 | Greater Kuala Lumpur

Directed creative strategy for a media agency (2020–2024); launched Lost Prophet DTC brand (Jan–Sept 2025).

- Built Lost Prophet from zero to RM6K+ revenue in 9 months, 257K cumulative views, 20 units sold at RM300
- Ran end-to-end GTM: design, marketing, sales, Shopify storefront, social across Instagram/TikTok/Facebook

Nwabuike Ventures — Event Coordinator / Social Media & Marketing Manager | Jul 2024 – Apr 2025

- Drove 30K event attendees and RM10K in direct ticket revenue; 1M+ paid ad impressions, 207K views, 4K peak followers

Thryffy Technologies Sdn Bhd — Founding Marketing Manager | Mar 2020 – Sept 2022

- First marketing hire for secondhand fashion marketplace; 10K app downloads, RM10K platform revenue, 607K views, 11K peak followers, 1M+ ad impressions

Transcosmos Malaysia — Customer Support Specialist | Aug 2023 – Jul 2024

- 1,500+ cases resolved over 12 months, 3–5 tickets/day

Beam Mobility — Operations Team Lead | Apr 2021 – Jun 2023

- 1,000 e-scooters across 2 geofences, 6 sub-zones

OoGyaa Mobility — Operations Project Executive | Oct 2022 – Jan 2023

- 300-unit e-scooter fleet logistics & distribution

BuzzMY — Mgmt Trainee / Social & Marketing Manager | Sept 2019 – Mar 2020

- Built brand to 5K followers; RM20–50/ticket, 100–500 attendees/event

Lensa Emas Productions — Asst. Producer & Social Media Mgr | Mar 2018 – Mar 2020

- Collaborated with Pinewood Studios & PNB; social for film/commercial projects

FOUNDER PROJECTS

Rizqey | AI-Native Sales Service | Jul 2026 – Present

Done-for-you outbound, content, and closing for early-stage founders. 374 YC startups in active outbound, 170K+ IG views/60 days at 90.9% non-follower reach.

Afferens | Data Pipeline for AI Agents | Wild Rice

Verified physical-world context — vision, spatial, environmental — via a token-based, hardware-agnostic API for AI agents.

Iedos | AI Dating App | Wild Rice

Concept to App Store in 48 hours. Intent-aligned matching, behavioral verification. React Native, AI matching algorithms.

Kroeva | B2B SaaS iPaaS | Wild Rice

192 qualified enterprise leads generated. Next.js, TypeScript, AI integrations for CFOs and operations leads.

Klyntar | AI Memory & Perception Engine | Wild Rice

Precursor to Afferens — proved the sensory-grounding concept before it became a product.

Lost Prophet | DTC Fashion Brand | Jan – Sept 2025

RM6K+ revenue in 9 months, 257K cumulative views, 500K+ cross-promotion views. Built and run solo end to end.

CONTENT & PERSONAL BRAND

56K+ combined views across top 5 reels spanning three brands: @lostprophet.world (18.9K), @rizqey.ai (11.6K, 11.6K, 6.6K), @startupfoundr (7.3K). Rizqey's IG account alone drove 170K+ views in 60 days at 90.9% reach beyond followers.

EDUCATION & CERTIFICATIONS

Foundation, Art/Art Studies — Sunway College, Jul 2019–Jul 2021

Cambridge IGCSE — Nilai International School, 2012–2015

Design Prompts for Everyday Work Tasks

Speed Up Data Analysis and Presentation Building

REFERENCES

Alif Yazid

Director, Lensa Emas Production

"I've known Faris since 2016... he stands out as someone who's not only very smart but also able to approach challenges with strong critical thinking and sharp initiative."

Uchechukwu Nwabuike

CEO, Nwabuike Ventures

"I've worked with Faris for almost a decade now and he's diligent in his work, be it marketing or event coordination — you can always count on him and he's also a team player."

Humayun Razzaq

OoGyaa Founder

"He handled fleet logistics, on-ground coordination, and maintenance support with reliability and a good attitude. Proactive, dependable, always ready to help."

RESEARCH & THOUGHT LEADERSHIP

- Whop.com: A Research Report — strategic analysis of creator economy infrastructure
- The ABG Phenomenon — strategic lever for startup growth in Southeast Asia
- The Dinosaur and the Asteroid — autopsy of the modern dating app industry