

Faris Irfan

GTM Leader & AI Founder — CEO, Rizqey

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Marketing-led founder 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 — running warmed outbound to 374 YC-backed startups and driving 170K+ Instagram views in 60 days at 90.9% reach beyond followers. Built and shipped ledos (dating app, concept to App Store in 48 hours) and Kroeva (B2B SaaS, 192 qualified enterprise leads) as Director at Wild Rice. Fluent in the AI-native stack — Claude Code, Codex, Manus, Hailuo, Higgsfield — using it to build and market simultaneously.

1M+	RM20K+	40K+	170K+	90.9%
Cumulative Content Views	Direct Revenue Generated	Customers & Attendees	Rizqey IG Views, 60 Days	Reach Beyond Followers

CURRENT

Rizqey — Chief Executive Officer | Jul 2026 – Present

- Built and lead 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) using the same content system built for founder ventures
- Operates on a multi-model AI stack (Claude Code, Codex, Manus) with review gates on every send

Wild Rice — Director | Sept 2025 – Present

- Led the agency-to-software transition for a 10-person team; oversaw product strategy across four ventures — Kroeva, ledos, Afferens, Klyntar
- ledos (AI dating app): concept to App Store in 48 hours, 100+ testers month one
- Kroeva (B2B SaaS): 192 qualified enterprise leads generated through targeted outreach

TRACK RECORD

- Thryffy — first marketing hire, 10K downloads, 607K views from zero
- Nwabuike Ventures — 30K event attendees, RM10K ticket revenue
- Lost Prophet (DTC brand) — RM6K+ revenue in 9 months, 257K views
- @startupfoundr personal brand — 150K+ views, top reel 7.3K

STACK & SKILLS

Claude Code	Codex	Manus	Hailuo	Higgsfield
Lovable	Google Analytics	SocialInsider	Shopify	
Instagram / TikTok / X	React Native	Next.js		