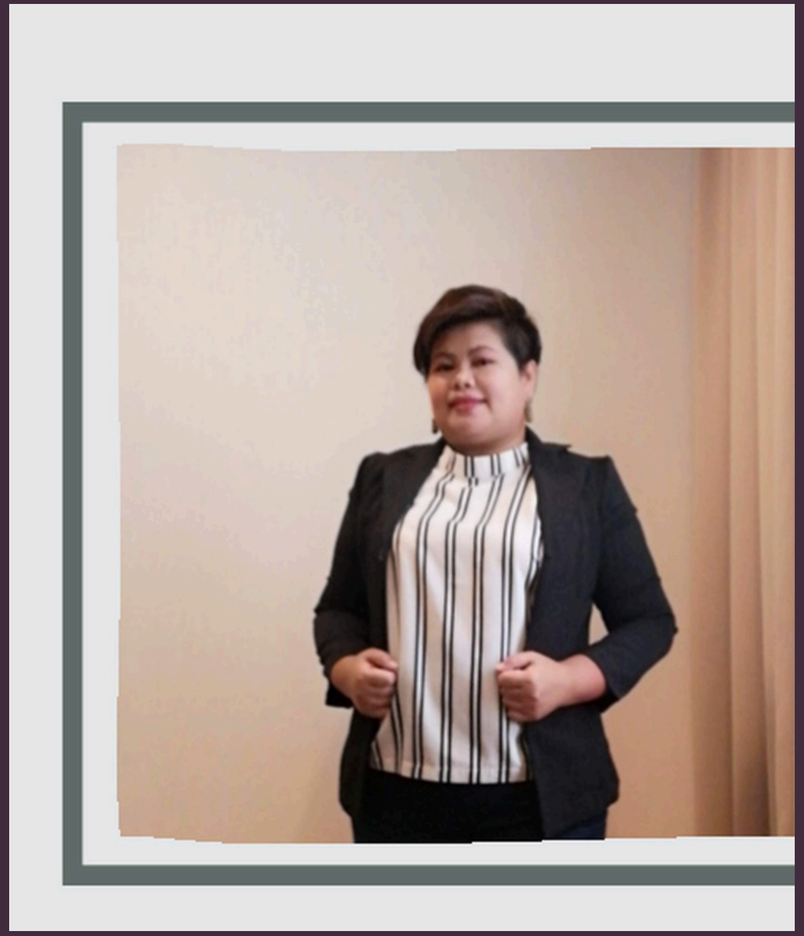
CIKGU ARA

Professional Portfolio

Maranata Anak Majakatar

AI and Digital Marketing Trainer



2026

Professional profile

5,000+

participants trained

Digital entrepreneurship and business trainer
Kuching, Sarawak, Malaysia
Delivery in Bahasa Melayu and English

Experience

Digital entrepreneurship and eUsahawan training from 2017–current

Industry roles

Digital entrepreneur consultant and training provider for SDEC Sarawak Digital Innovation Hub.

Agency leadership

The earlier profile records the role of Chairman of Pixel Digital Agency.

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AGENCY

Qualifications and recognition

Trainer credentials

Certified HRDF Trainer, TTT / 25136
Master Trainer Consulting and Coaching Sdn Bhd
HRDF Master Trainer, 2019

Official appointments

Digital Kenyalang Achievers: eUsahawan Sarawak trainer, 2019/2020

Sarawak Skills: Program Keusahawanan trainer, 11 July 2021

Professional learning

Diploma in Business Management

Diploma in Social Media Strategy by ALISON

Digital Marketing Strategist

Google digital marketing foundation

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AI and digital marketing courses

AI for Business

Productivity, process improvement, customer engagement and business transformation.

AI in Digital Marketing

Campaign ideas, marketing workflows and automation.

AI in Social Media Marketing

AI Content Creation, including ideas, scripts, captions and videos.

Social Media Strategy

Customer journeys, content planning and conversion.

Facebook and Meta Ads

For local business: audience targeting, campaign setup and paid advertising.

Google Ads

Google Ads for Beginners and Google Ads Bootcamps.

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AGENCY

Commerce and business courses

TikTok and online selling

TikTok Marketing, TikTok Dropshipping, affiliate marketing, Shopee and E-commerce.

Digital productivity

Google Workspace Tools and Digital Tools for Business, covering collaboration and operations.

Business Model Canvas

Value proposition, business model clarity and growth planning.

Business branding

Build Your Business Brand and Business Branding.

Entrepreneurship and SME Growth

Business development, market analysis and effective growth strategies.

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Training delivery and outcomes

01 Understand and demonstrate

Start with the participant’s task or business challenge. Demonstrate tools through clear examples.

02 Practise and validate

Guide hands-on activities. Review outputs, evidence and business relevance.

03 Apply and follow up

Turn learning into immediate action, with mentoring and progress tracking where relevant.

Audience and delivery

SMEs, students, professionals and community groups. Workshops, labs and large-group facilitation.

Programme design

Content adapts to the audience, industry, skill level and delivery format.

Trainer development

HRDF-aligned professional development and Training of Trainers, including mentoring other trainers.

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Coaching partnerships and impact

KOBIS

Strategic partner under Koperasi Belia Inovasi Sarawak. The earlier profile records 2½ years of coaching and 600 participants from varied backgrounds.

SARAMEDIA GLOBAL SDN BHD

Rural awareness of e-commerce for Sarawak products, Facebook for Business, WhatsApp for Business and other social platforms.

Participant outcomes

The profile reports that some participants increased sales and reached markets in Singapore and Brunei.

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Training reach across Sarawak

Kuching
Serian
Sri Aman
Betong
Sarikei
Sibu
Miri
Lawas

Kapit
Bintulu
Gedong
Samarahan
Julau
Kanowit
Skuau
Tatau











PIXEL DIGITAL AGENCY

TikTok learning programmes in 2020

12 June 2020

TikTok Bisnes untuk Pemula. Limited to 40 participants, with an online module and e-certificate.



30 October 2020

Aktifkan TikTok Biznes Sebagai Strategi Pemasaran Trending. Live-stream session with Cikgu Ara.



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Entrepreneur programmes in 2021

Jom Biz

11 July 2021, 8.30 am–1 pm, via Zoom. The poster advertised RM40 participation, notes, an e-certificate and mystery prizes.



Digital Kenyalang

Trainer lineup for programme activity from 21–29 September 2021. Applications closed on 11 September 2021.



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Shopee roadshow in 2021

28 October: Miri

Shopee awareness with Sarawak Crafts Council and SDEC.

30 October: Bintulu

Siri Jelajah Shopee and online-selling adoption.

2 November: Sri Aman

Seller accounts opened despite connectivity challenges.

5 November: Politeknik Kuching

Online income, including selling without holding products.

8 November: Sibu

Hands-on onboarding and online store setup.



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Digital business training in 2024

27 January: Serian Digital Innovation Hub

TikTok Dropshipping Mastery. TikTok commerce and AI tactics for store growth.

29 May: Serian Digital Innovation Hub

Google Workspace. Productivity, collaboration and business operations.

11 May: Serian Digital Innovation Hub

Digital Marketing: Meta Advertising. Audience targeting, campaign setup and paid advertising.

18 August: Kapit Digital Innovation Hub

Regional digital entrepreneurship and business skills training.

Business awareness in Tatau

26 March 2025

Digital Tools for Business Awareness Talk

Venue and ecosystem

Tatau Digital Innovation Hub within the SDEC ecosystem.

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AGENCY

SME Digitise Lawas in 2025

Training

Digital Tools for Business and AI in Digital Marketing.

Coaching and mentoring

Participant guidance, business visits and progress tracking supported the application of learning.





SME Digitise Miri in 2026

2 May 2026

Digital Marketing Module

Programme content

AI tools, marketing automation and business transformation.



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SME Digitise Sarikei in 2026

4 April 2026

Google Workspace and AI for business management and productivity.

TikTok Marketing and AI Content Creation

AI-assisted ideas, scripts, captions and TikTok videos.

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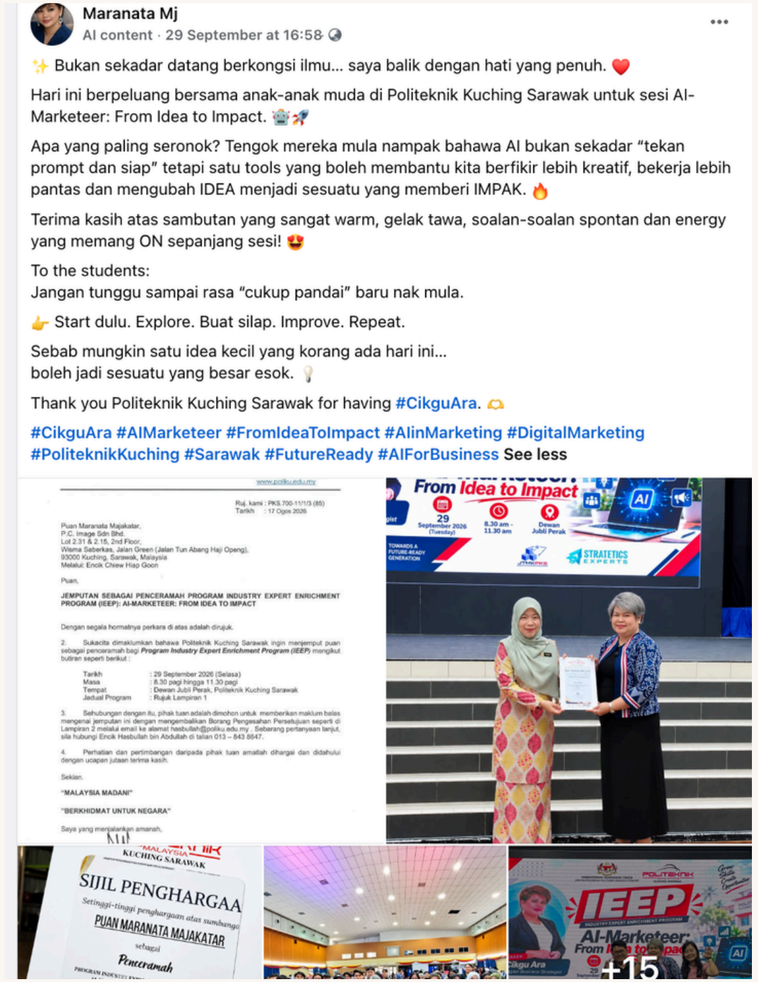
AI Marketeer at Politeknik Kuching

29 September 2026

From Idea to Impact

Programme

Industry Expert Enrichment Programme at Politeknik Kuching Sarawak.



PIXEL DIGITAL AGENCY

Beauty Borneo live hosting and CSR

Collaboration and broadcast

SARADEC LEARNING CENTER CSR collaboration. Beauty Borneo on Facebook through VLOGMARANATA, historically every Tuesday at 8.30 pm.

Programme themes

Inspirational stories, traditional Borneo music, martial arts and children’s talents, especially from Sarawak and Borneo.

Audience and guest visibility

The earlier profile reports live broadcasts reaching 5,000 viewers and above, helping guests showcase talent, share knowledge and build visibility.

PIXEL DIGITAL AGENCY

Public hosting and coordination

Programme roles

Live hosting, workshop coordination and facilitation of online and community programmes.

The Best in Town

Featured in the multi-speaker promotional lineup.



Radio appearance on Artificial Intelligence

24 August 2024

Featured guest on Wai FM Iban’s 34 Je Kita Suka programme.

Topic

Artificial Intelligence and its relevance to public audiences.



Contact and collaboration



Pixel Digital Agency

+60 1129125633

Training, speaking, facilitation and programme collaboration

Empowering people to use digital tools with clarity,
confidence and purpose.