



# FARAH WAHIDA MD RAZID

SENIOR MANAGER OF DIGITAL M A R K E T I N G & COMMUNICATION

## PROFESSIONAL PROFILE

+6017.642.9325

farapub@gmail.com

Shah Alam, Selangor

## EDUCATION

### BACHELOR (HONS)

Mass Communication  
University Technology Mara (UiTM)  
2007-2009

### DIPLOMA

Communication and Media  
University Technology Mara (UiTM)  
2004-2007

## EXPERTISE

- Marketing
- Publishing
- Advertising
- Content Development
- Adobe Creative Suite
- Writing and Editing
- Communication

As the Senior Manager of Digital Marketing & Communication, I've run the marketing gamut. From e-blasts, public relations, managing events, exhibitions, forums, web marketing, video and print production. Whether it's promotional work for external clients or internal corporate leave behinds, I pride myself on my ability to recognize and articulate a distinct voice for every project.

While marketing is my passion, project management is my bread and butter. I've learned to budget my time and my assets, and most importantly, I've learned to be flexible and to get things done.

## WORK EXPERIENCE

### SENIOR MANAGER, DIGITAL MARKETING & COMMUNICATION

Group Digital Marketing, RHB Bank / Oct 2017 - Present

1. Campaign manager of the Digital Channel Project: The new RHB Mobile Banking App.
2. Campaign manager of the RHB Group Website Revamp.
3. Assist Head of Marketing in the planning and execution of overall communications strategy.
4. Manage implementation and distribution of communication tools to external audiences including news flashes, promos, and sales.
5. Managing and developing strategy for digital marketing campaigns (e.g. email, direct mail, social media, aggregators etc).
6. Assist the Head of Digital Marketing & Comm to educate business on various digital marketing strategies available to drive topline.
7. Proofreading, writing, editing, or assist with the online and offline content (Press releases, brochure, website, video, eDM, SMS, print ad, )
8. Preparing media plans, media buying - Planning, negotiating and optimizing media campaigns. Serving as a liaison to agencies.
9. Work collaboratively with squads to ensure deliverables are aligned to key business objectives.
10. Assisting to grow the B2B and B2C market position in line with the goals of the company and brand guidelines.
11. Key Marketing liaison for projects, specific distributor and direct sales requests including images, brochures, presentations, etc.
12. Comfortable with data and using Google Analytics approach to decision-making.
13. Manage online/digital advertising strategy, team leadership, and stakeholder management.
14. Actively work with Project/Product Managers to determine cost estimates and timing for communication projects.
15. Analyzes customer requirements, develops messaging architecture and competitive positioning, specifies vehicles/projects, secures resources, communicates project development and drives creative development processes.
16. Responsible for the development and implementation of an annual, strategic, special events calendar.
17. Manages the use of external resources as they pertain to the marketing and communications function (e.g. advertising agency, printers, etc).

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## SENIOR MANAGER OF DIGITAL M A R K E T I N G & COMMUNICATION

### EXPERIENCE continued

#### CUSTOMER MARKETING & COMMUNICATION MANAGER

Star Media Group / November 2015 – September 2017



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### LANGUAGES

#### ENGLISH

Speaking | Reading | Writing

#### MALAY

Speaking | Reading | Writing

#### INDONESIA

Speaking | Reading | Writing

### SKILLS

Microsoft Office

Social Media Marketing

Wordpress

Google Analytics

Adobe Photoshop

Adobe InDesign

Adobe Illustrator

1. Managing print and online portal of StarProperty, Propwall and iBilik marketing.
2. Assists in developing the department's strategic plan, which addresses critical issues in the marketing and communications area.
3. Organizing campaigns, promotions and advertising.
4. Assume business ownership of e-commerce front- end platform.
5. Leverage available data and insights to develop merchandising, marketing, promotional, product optimization recommendations and loyalty.
6. Collaborate with sales to develop both print and online content that drives revenue and customer adoption.
7. Provides strong, effective and highly visible leadership to the Marketing and Communications team in order to capitalize on the full potential of critical resource.
8. Ensure that the company's website supports the brand image in terms of merchandising, site features, and overall online customer experience.
9. Develop and manage the marketing calendar, graphic design, marketing and purchasing/planning departments.
10. Responsible for the development and implementation of an annual, strategic, special events calendar.
11. Develops and implements communications and media strategies that deliver information and key messages to the consumers and clients.
12. Directs market research activities in order to keep abreast of changing demographics and other relevant issues in order to evaluate marketing and communication activities and to monitor emerging issues.
13. Manages the use of external resources as they pertain to the marketing and communications function (e.g. advertising agency, printers, etc).

#### EDITOR

PropertyGuru International / November 2012 – July 2015

1. Proofreading, writing, editing, or assist with the editing of contributed stories and columns.
2. Write news stories and news features for publication on PropertyGuru.com.my, and on other regional websites.
3. Translation (English & Bahasa Melayu).
4. Conduct background research, attend interviews and press conferences, and actively contribute to editorial discussions.
5. Monitor external news sources and react to breaking news - local and international.
6. Work closely with an expanding team of regional editors and reporters throughout Southeast Asia.
7. Assist the marketing team the day-to-day operations of Marketing Department.
8. Help build strong and differentiating value propositions that help real estate developers achieve their branding and conversion objectives.
9. Editorial partnership programs and Marketing and Editorial content calendar.
10. Produced content for agents and consumer - Blogs, daily news, special columns, interviews, feature articles, paid write-ups and e-newsletter.
11. Liaise with developers, clients and agents for content development.
12. Assist photographer and graphic designers preparing daily, weekly and monthly design for online and print.
13. Liaise with internal departments - Sales, Product, Graphic, Ad Operations, Customer Service, Marketing and IT.

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### REFERENCES

#### Andrew John Batt

*Former Manager*

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[andrew.john.batt@gmail.com](mailto:andrew.john.batt@gmail.com)

#### Prem Nair Kumar

*Former Colleagues*

Star Media Group

+60105460406

[premnair1975@gmail.com](mailto:premnair1975@gmail.com)

### EXPERIENCE continued

#### WEB EDITOR

BluInc Media / January 2011 – October 2012

1. Handling YouTube, Facebook, Twitter and website for EH! & GLAM magazine.
2. Content writing, editing, uploading, picture editing, video shooting and photography.
3. Translation (English & Bahasa Melayu).
4. Attending events and press conference.
5. Product reviews.
6. Preparing weekly website report for the website pageviews.
7. Preparing weekly and monthly content calendar.
8. Market research and trend for new media (Facebook, Twitter, YouTube, Instagram).
9. Liaise with Marcomm, Product, Editorial, designers, Sales and Marketing.
10. Content creator for weekly and monthly promo and contest.
11. Respond to web comments and email.
12. Provides strategies and analysis to increase page views, traffic and followers on social media.
13. Conducting contest and online promo for the web and social media.
14. Liaise with client for online and social media content.

#### MANAGEMENT TRAINEE

MBF Cards / January 2010 – December 2010

1. Manage reports, complaints and request by the customer and merchant.
2. Liaise with third party like Ambank, Bank Negara and Bonuslink.
3. Liaise with internal departments regarding credit processing, merchant support, telesales, merchandising, marketing, fraud, system and method and risk department.
4. Customer Service, Marketing, Operations, Corporate Communications, Receivable Control and Sales department experience.
5. Attending daily cases like dispute transaction, new promotion, new application, credit limit request, reports and letter, credit refund, zeroing accounts, card cancellation, interest calculation, waiver of fee, interest, outbound calls, card member repayment, upgrading card, lost and stolen card, card member statement, online card member request.
6. Preparing monthly report, handling online request, correspondence of customer support.

#### AWARDS

Marketing Excellence Awards 2020 (<https://awards.marketing-interactive.com/marketing-excellence-my/>)

**Gold – Excellence in Media Strategy** (RHB Mobile App Installs campaign)

<https://awards.marketing-interactive.com/marketing-excellence-my/winners/>

Published Article: <https://www.marketing-interactive.com/marketingexcellenceawards-my-2020-highlight-rhbs-marketing-blitz-for-mobile-app-wins-hearts>