

Vivinnia Nokarajoo



PERSONAL INFO

Address:
Subang Jaya, Selangor,
Malaysia

Phone:
+6 012 9211152

Email:
nvivinnia@gmail.com

Date of Birth:
8th Dec 1986

KEY COMPETENCIES

- Marketing Strategies & Campaigns
★★★★★
- Corporate Communications
★★★★★
- Creative Team Leadership
★★★★★
- Product Positioning & Branding
★★★★★
- Web & Print Content Development
★★★★★

SUMMARY

Results oriented Marketing Professional with more than 16 years of experience with ability to develop and implement successful integrated marketing strategies across diverse industries. Expert in the technical, conceptual and content development of sales driving collateral. Known for a practical approach to marketing and communications with exceptional organization and follow-up skills. Orchestrated marketing campaigns with excellent leadership, communication skills, problem-solving abilities, attention to details and solid customer care expertise that effectively reinforce and build brand images.

EXPERIENCE

May 2022 – Present **Manager, Marketing Communications**
Gleneagles Hospital Kuala Lumpur

JOB SUMMARY

- Carry out all communication activities that create awareness and promote health education to the general public, enhancing its image as a leader in providing quality tertiary healthcare services in Malaysia and in Asia.
- Manage and prepare all marketing materials, website updates and social media presence on behalf of the company.
- Proactively generate ways to advance the Company's brand in industry trade publications, digital media, speaking opportunities, conference participant and other forms of advertising.

DUTIES & RESPONSIBILITIES

Strategic

- Planning and coordinating all marketing communications activities, development, and overall implementation of creative and innovative marketing communications activities towards Company's mission and vision.
- Formulate and spearhead marketing communications to increase the company's sales and market share, strategy, goals and tactics.
- Developing a marketing communications plan including strategy, seeking high-level placements in print, and online media.
- Maintain internal communication and the related tools such as newsletters and the Intranet.

- Focus Group & Market Research
★★★★★
- Development of Training Materials
★★★★★
- Sales Collateral & Support
★★★★★
- Public & Media Relations
★★★★★
- New Product Launch
★★★★★

SKILLS

- Broad knowledge of marketing principles and techniques
★★★★★
- Strong communication skills, both written and verbal
★★★★★
- Leadership and relationship building
★★★★★
- Proficient in word processing and presentation
★★★★★
- Good negotiating and interpersonal skills
★★★★★
- Organized and ability to handle pressure
★★★★★

LANGUAGE

- English
★★★★★
- Malay
★★★★★

Media Relations

- Leverage media in influencing policy issues affecting the health care industry, awareness on GKL's philanthropy initiatives and PR.
- Implementation of activities that promote trust and good relations with the press and non-medical opinion leaders.
- Prepare press releases to the media about the event.
- To assist Manager developing media strategy, seeking high-level placement in print, broadcast, and online media.
- Liaise with media and handle request for interviews, statement etc.
- Speech Writing

Community Relations

- Implementation of activities that promote goodwill between GKL and the Community, to enhance its image of a good caring corporate citizen.

Communication

- Develop and maintain GKL's corporate image and identity, which includes the use of logos and signages.
- Evaluate advertising and promotion programs for compatibility with marketing communications efforts.
- Produce and maintain the corporate video and other video products, regulate their distribution, and operate film and pictures library.

Social Media / Website

- Update social media and website on a regular basis with the latest information
- Write and update content for company website
- Reply all feedback/enquiries on company's official social media page

Others

- Assist the Marketing Communications Department in all corporate events.
- Prepare monthly and periodical updates on communications for management's review.
- Monitor the Press Articles on GKL, its competitors and Health Development in Malaysia.
- Proven track record executing successful marketing campaigns at both a local and national level.
- Undertake other duties and responsibilities as assigned and requested from time to time as assigned by the Head of Marketing.

- Tamil
★★★★★

- Telugu
★★★★★

SALARY EXPECTATION

- Negotiable

AVAILABILITY

- 1 month notice

June 2020 **Marketing Manager**
–May 2022 **QHC Medical Centre**

1. Revenue generation

Promote the hospital services, facilities & packages to clients including hospital resident & visiting consultants. Increase the clientele month on month including corporate presentation to clients. Develop & design marketing plan for both international & national avenues. Responsible for handling and promoting medical tourism.

2. Relationship building

To ensure empanelment of visiting consultants and introduce referral schemes and CMEs in order to build relationship with consultants. Effectively promote the consultants and accordingly plan the marketing activities.

3. Corporate & TPA

To increase the credit business through new corporate tie-ups & rural camps for TPA business in order to increase IP & Health Check Nos. Conduct visit to corporate companies, insurance companies, insurance agents & benchmark competitor companies.

4. Branding

In coordination with the central branding team undertake events , press coverage, releases & advertisements in order to promote the products and enhance brand visibility. Manage social media including appearance on TV, Radio & magazine, billboard, signages. Develop and implement plan for digital marketing.

5. Receivables

To collate and monitor monthly receivables data from finance, analyze aging data and reach out to the relevant parties in order to ensure timely collection. Accordingly plan annual budget and prepare monthly statistical and analysis report with focus on return on investment.

6. Digital Marketing

Attend to all social media accounts on ads, campaign, and reports.

Mar 2019 – **Regional Marketing Manager**
May 2020 **AmTrust Mobile Solutions Asia**

- Identify market trends and shape AmTrust Mobile Solutions responses to those trends, driving market-specific brand awareness and creating value propositions.
- Develop regional marketing plans and budget that integrate with local together with local teams and the GCPO.
- Craft strategies and execution methods that aims to maximize effectiveness of campaign and initiatives.
- Work closely with product teams to develop launch plans, propositions approach and timelines.
- Work with regional and/or local business partners to develop marketing, combination of offline and online activities or traditional and non-traditional channels campaigns to drive product and sales.

- Plan and execute promotions, marketing activities such as events, workshops, PR, SMS blast, email blast
- Develop effective marketing collaterals such as banners, brochures. Pitch cards, and other POS materials that aim to drive awareness and sales conversions.
- Work with internal team's and 3rd party creative agencies to develop campaigns and ensure that communications are concise, compelling and on-brand.
- Develop and execute an integrated marketing plan that aligns with local and regional objectives.
- Own the delivery of the integrated marketing campaign strategy across all channels that leverage programs, content and collaterals.
- Develop new ways to build brand and product awareness targeted to customers and new audiences.
- Track and analyze effectiveness of all programs and make adjustments based on key findings.
- Conduct research and arrive at deeper understanding of the industry, customers and trends
- Work with broader marketing teams and external vendors to create content and collateral to support and drive sales
- Update, track, and version-control marketing collaterals developed in collaboration with local marketing teams
- Manage and track marketing spend budget, make decision recommendations in optimize or control spend
- Analyze attach rates and recommend actions to drive positive impact and optimize based on learning
- Provide accurate and timely analysis of programs and campaign results, including recommendations and action items to improve response, attach rates and sales
- Ensure that all activities are aligned with regional branding, promotions, marketing activities, compliance requirements, offline/online structure and process.
- To assist Chief Executive Officer in reporting coordination for 6 countries (Malaysia, Thailand, India, Vietnam, Philippines & Indonesia)

Jan 2017 – **Manager, Marketing (International Segment)**

Feb 2019 ***INTI INTERNATIONAL COLLEGE SUBANG***

- Plan, develop and implement content and marketing materials to support international recruitment activations.
- Perform regular reviews and key learnings for improvements jointly with the international Recruitment Office Team on-ground activations, engagement sessions and selling tools used.
- Analyze and evaluate the competitive environment in the areas of communication and on-ground activations
- Accurate and timely monitoring and reporting of the international Marketing investment Budget.
- Strong planning, monitoring and organization skills
- Creative and eye for attention-to-details
- Command strong interpersonal, influencing, negotiation and collaboration skills.

Nov 2011 – **Assistant Manager - Customer Relationship Marketing**
Dec 2016 ***GREAT EASTERN LIFE***

- Drive effective database marketing to generate new business, this includes developing customer relationship and increase repeat sales from existing customers.
- Led StarBuddy insights and SmartSell Cluster recruitment to achieve targets, develop and implement marketing plans to cross-sell and upsell new products.
- Implement and manage activities to increase agent's awareness and helped them sell more effectively in SmartSell Programs / Campaigns.
- Managed advertising agencies and delivered cost effective marketing management without compromising business growth goals.
- Coordinate relevant stakeholders at all levels to execute strategies formulated, including driving periodic campaigns to achieve tactical results.
- Touch base various sales channel by given advice and assist to solve campaign related technical and business issues. Supported to manage existing customer lifecycle via digital engagement.
- Worked closely with analytics team to understand customer segmentation, behavior and identify consumer insights to leverage marketing strategies lifecycle.
- Monitor and evaluate campaign performance and take appropriate action to grow the sales consistently.
- Drive product awareness and develop end-user insight to enhance product adoption and usage. Develop marketing programs to drive customer engagement and identify cross-sell opportunity.
- Explore new channel for customer engagement, sales conversion rate, No. of policies sold, ANP. Track and report the results of campaign and progress to the management team.
- Seek out and adopts best practices with a proven test and make recommendations for improvements and action.

Mar 2008 – **Senior Executive - Customer Experience**
Oct 2011 ***YTL COMMUNICATIONS SDN BHD***

- Develop and prepare standard operating process and procedure (SOPP) for the business.
- Manage and maintain the knowledge Database in both conventional and online environments for Operations Team in systematic version update.
- Plan and execute UAT (User acceptance testing) to ensure launch readiness. Provides training on new product and work on process improvement after roll out.
- Handle cross-functional counterparts in projects and Subject Matter Expert (SME) for process and business operation system.

- Proactively solicit customers' input and understand customers' need based on post launch feedback and recommend improvement.
- Engaged in 'Go to Market' process and prepare feasibility assessment from customer experience prospective by identifying issues, operational impact and potential risk.

Sep 2005 – **Customer Service Executive**

Feb 2008 **MAXIS COMMUNICATION BHD**

- Train the trainer on new products and execute system roll out on a timely manner.
- Proactively solicit customers input and understand customer's needs based on post-launch feedback and recommend improvement.
- Assign or recruit team members to accomplish inter-team, departmental, and company-wide priorities and programs as necessary.
- Ability to handle cross-functional counterparts in projects.
- Ensure company policies, processes and procedures are adhered and continuously work on process improvement activities to improve department efficiency as needed.
- Set work priorities for each team member, monitor progress, and meet with members on an as needs basis to discuss performance issue.

EDUCATION

Nov 2012 – **Master of Business Administration – MBA (Major in Marketing)**
Nov 2014 University of Southern Queensland

Aug 2004 – **Diploma in Secretarial**
Sep 2005 SEGI University

MAJOR TRAININGS & CERTIFICATIONS

- MS office – Good HTML (Basic) Administration Skills Malaysian Red Crescent Society (Basic)
- Maxis Products, Systems & Services Certification, Maxis Home Service Fibber to the Home
- Maxis OmniTouch and ICMI's, Certification of Excellence
- Maxis Certificate of Appreciation in recognition of her contribution as a Maxis Broadband Ambassador in 2 consecutive PIKOM PC Fairs
- Great Eastern Life Assurance certificate in recognition of winning Corporate Oriented Program (COP)

AWARDS

- Maxis Star Performance for the Months of June 2008 and September 2008
 - Maxis Star Performance for the Year of 2009
 - Maxis Star Highest Sales Productivity for the Year of 2006
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VOLUNTEERING WORKS

Taught English, Malay, Mathematics, and Science at Orphanage Homes

- Prepared and taught lessons, corrected homework
- Taught 80-100 children in total

Helping out at the Animal Shelter

- Bath the animals
- Prepare food and water

REFEREES

References available upon request
