




# NICOLE ELIZABETH SOYZA

## CONTACT

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## EXPERTISE

- Public Relations
- Digital Marketing
- Lead Generation
- Prospect Targeting
- Pricing Negotiation
- Marketing Strategies
- Campaign Management
- Content Creation Strategy
- Corporate Communications
- Influencer Marketing Strategy
- Performance Metrics Analysis

## EDUCATION

**Bachelor of Mass Communication-  
Public Relations & Marketing**  
Taylor's University, Malaysia, 2017

**Foundation in Communication**  
Taylor's University, Malaysia, 2014

Sekolah Kebangsaan Subang Utama,  
Malaysia, 2011

## CERTIFICATIONS

- Certified Digital Marketing Professional, Digital Marketing Institute, UK, 2019
- International General Certificate of Secondary Education (IGCSE), Sirius Scholar Study Skills, Malaysia, 2013

## PROFILE

Meticulous and results-driven professional with 4 years of expertise in digital marketing, campaign management, public relations, performance metrics analysis and pricing negotiations. Performance oriented leader recognized for implementing innovative marketing strategies to foster new product development, boost brand value, drive profits and strengthen customer dominance. Known for elevating company's profitability through exceptional problem-solving and organizational abilities.

## PROFESSIONAL EXPERIENCE

### Senior Marketing Executive

*Airasia Digital, Airasia Health, KL, Malaysia / November 2020 - Present*

- Strengthened local & international stakeholder relations by negotiating business partnerships, managing information flow and coordinating projects.
- Strategized international marketing plans by deploying marketing campaigns with region specific product USPs across Southeast Asia.
- Orchestrated marketing campaigns that drive up to 15% of quarterly sales by leveraging multiple consumer touchpoints.
- Facilitated new product development to foster the cultural needs of patients in specific regions and upsold medical diagnostic packages (e.g. Covid Test) for customers.
- Spearheaded marketing initiatives by promoting medical tourism, facilitating medical patients to access hospitals and providing relevant support for medical procedures.
- Negotiated agreements, pricing and payment structures with partner hospitals, updating current information on the platform to keep abreast with the changing trends.
- Established business partnerships with stakeholders to focus and prioritize product development plans, promotions and campaigns.
- Exceeded sales and profit margins by planning and executing multiple campaigns and analyzed marketing campaigns using key metrics and performance indicators.
- Leveraged all marketing avenues like social media, PR, budgeting, event planning and coordination to boost business growth and profit figures.

### Senior Public Relations Executive

*Circuit Communications, Malaysia / May 2018 - October 2020*

- Coordinated and managed large-scale events with over 100 media outlets in attendance by angling client's projects to appeal to multiple news segments.
- Achieved over RM5 Mil in PR value by spearheading tactical 360 PR campaigns.
- Oversaw agency's key accounts in the automotive & beauty industries including Jaguar Land Rover, Ford, Hyundai, Amorepacific Group, Mentholum Group.
- Devised social media strategy and increased traffic by 30% on multiple platforms in 10 months by increasing posting frequency and curating targeted content.
- Drove an 8% increase in product sales/quarter with minimal marketing spend by designating Content Creator/Influencer marketing campaigns.
- Achieved multiple targets comprising product sales and PR value in campaigns with strict budget.
- Conducted media interviews with clients which positively impacted the local architecture industry.
- Monitored marketing content for quality, accuracy, and impact and communicated with media weekly to build relationships and optimize press coverage.
- Fostered positive relationships with key business journalists in national publications.

## TECHNICAL SKILLS

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- Content Stack
- Microsoft 360
- Google Workspace, Analytics

## PERSONAL SKILLS

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- Leadership
- Adaptability
- Collaboration
- Problem-Solving
- Critical-Thinking
- Attention to Detail
- Interpersonal Skills

### Public Relations Intern

*ROOTS Asia Pacific, Malaysia / January 2017 - March 2017*

- Systematized workflow reporting process by 50% by consolidating all aspects of ongoing projects into one central management document accessible by all team members.
- Boosted output by 20% by creating targeted email lists and blast timetables.
- Liaised with media and secured media coverage for clients, company and specific campaigns.
- Compiled monthly ROI reports across all key accounts and prepared social media posts and videos with eye for viral content strategies.

### Content Writer

*The Smart Local, Kuala Lumpur, Malaysia / April 2015 - May 2017*

- Collaborated with team of writers and content marketing strategists to create copy promoting clients' SEO, sales and thought-leadership goals.
- Strategized content based on Google Analytics data, geographical targeting and keyword planning.
- Generated content creation showcasing local tourist attractions providing editorial support and copywriting to other team members.
- Mentored junior team members to cultivate unique writing style.

### Front Desk Associate & Concierge

*The Club Saujana Hotel, Malaysia / October 2013 - March 2014*

- Greeted visitors and customers upon arrival, offered assistance and answered questions to build rapport and retention.
- Organized and planned schedules between multiple departments to ensure a seamless experience for guest's stay.
- Tailored experiences and accommodation for guests to suit cultural preferences.
- Managed guest appointment scheduling for in-hotel facilities.
- Oversaw daily cash flow maintain stringent records and balance accounts.