

MOHD HANIF BIN MAT NOR

A highly skilled and motivated individual with 15 years of experience in Marketing, Digital, Creative, Communications, Digital Marketing, Social Media Management, and Event Management. Seeking a challenging career that fosters honesty, loyalty, strong relationships, and exceptional performance while translating my experience, knowledge, skills, and abilities into value for an organisation.

WORK EXPERIENCE

Commercial Marketing Manager - SME, RFID & Sustainability

Touch 'n Go eWallet

[Jan2022 - Present]

- Collaborate with the entire commercial team to drive comprehensive communication strategies, planning, and end-to-end solutions for SME, RFID, and sustainability campaigns. This involves working closely with internal teams such as Partnerships, Business Intelligence, CRM, Branding, Creative, and Social Media, ensuring the successful implementation of campaigns across various communication channels, including owned, earned, and paid channels.
- Manage the workflow of marketing, ground presence, and advertising efforts. You will be responsible for managing job tasks, facilitating communication between different departments, and handling external communications.
- Oversee all communication activities for the company across relevant channels, including digital marketing channels and media.
- Take responsibility for ensuring that the department achieves its key performance indicators (KPIs) and stays within the allocated budget.

Achievements:-

1. Successfully secured a RM300,000 grant from Bank Negara Malaysia to promote cashless environment in rural and semi-urban areas. Led the implementation of the project in Changlun, Kedah, organising an impactful events - Acquired a total of 300 merchants in Changlun within a 6-month campaign, resulting in an 8% growth in users and a remarkable 213% increase in the number of participating merchants and achieved a significant PR value of RM3.1 million.
2. Led the Mission Greenpossible a sustainability campaign in collaboration with Yayasan Hijau Malaysia, with the goal of planting more trees in Malaysia. This campaign is part of the Green Malaysia Initiative, which aims to plant 100 million trees by 2025. Within just two months, we successfully raised RM600,000 in public donations through the Touch 'n Go app.

Regional APAC Marketing Manager

Ultradent Product Inc

[Sep 2020 - Oct 2021 - One year contract]

- Lead marketing strategy and execution for B2B and B2C products for the region.
- Work with multi-disciplinary teams regionally, internationally and within headquarter, as well as with KOLs, customers and distributors to ensure marketing needs and guidelines are met.
- Planning and develop marketing campaigns (digital and conventional) including event Marketing, promotion, email blast, blog post, social media and display advertising and printing materials for the whole region.
- Track marketing and sales data and create written reports and verbal presentations to team and management.



CONTACT



hanif.kuniya@gmail.com



+6019 396 1596

SKILLS

Marketing Communications
B2C Marketing
B2B Marketing
Brand Management
Social Media Management
Visual Communication
Digital Marketing Strategy
Creative Design
Event Management

Languages

English
Bahasa Malaysia



Technical Skills

Social Media

Social Baker
Lithium
Synthesio
LATER

CMS

Sharepoint

Creative Software

Adobe Photoshop
Adobe Illustrator
Adobe Premiere
Adobe InDesign
Figma

Website

HTML
WIX

Email Marketing

Hubspot
InterECM

Marketing Communications & Social Media Manager **Celcom Axiata Berhad** [Nov 2017 - Sep 2019]

- Liaise with Marketing Team, Branding team and Creative Agency for social media content development:- pre-Production, production and post-production as well as monitoring Celcom's sentiment on Social Media.
- Lead, develop, launch and manage new contest and campaigns that promote the brand on across social media platforms.
- Ensures brand consistency in marketing and social media messages by working with various company department members, including advertising, product development, and brand management.

Achievements:-

Part of the branding & marketing team responsible for producing a social experiment campaign on social media called "Guess The Malaysian: A Hari Malaysia 2018 Social Experiment." The campaign garnered 1.4 million views on YouTube.

CX Asia Excellence Awards 2018

Gold Award

Best Social Media Strategy Team

Bronze Award

Best Social Media Contact Center

Senior Knowledge Management Executive **KPMG Malaysia** [Jun 2016 - Sep 2017]

- Manage, monitor and maintain online content for both internal and external firm's communication platforms.
- Develop, produce and share the content on internal portal and all social media platforms; and be the brand compliance authority for the firm's e-Communications.
- Execute firm's events from concept to completion – including creative conceptualization, strategy, management and oversight of every detail of the event. (Experienced as a Project Manager for KPMG Annual Dinner 2016).

Creative & Digital Lead **London Speaker Bureau** [Jun 2012 - Jun 2016]

- Managing department's daily operations; responsible for creative works covering both online and offline creative materials.
- Managing online digital campaign strategies (SEO, Google Ad-word and email campaign) and curating content and for all social media platforms.
- Event coordinator for local and international company's events; Liaise with creative and advertising agencies for pre-, onsite and post-event planning.

ACADEMIC BACKGROUND

MSc in Marketing

University of Gloucestershire, United Kingdom
2020

Bachelor in Business Management

AsiaE University, Malaysia
2015

Diploma in Creative Multimedia

University of Technology, Malaysia
2005

Interpersonal Skills

Communication
Leadership
Empathy
Teamwork
Detail-oriented
Multi-tasking
Positive Attitude
Problem solving

CERTIFICATE

Agile Certified Professional

The International Consortium for Agile
(ICAgile)

AWARD

Merit Scholarship

University of Gloucestershire
United Kingdom

ASSOCIATION

United Kingdom Student Council Committee 2019/2020

United Kingdom & Ireland Council for
Malaysian Students (UKEC)

PERSONAL DETAILS

Nationality: Malaysian
Marital Status: Single

References available upon request