



MIR FARIZ BIN MIR ISHAK

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DOB: 30th Apr 1983

Over 12 years' diverse experience across marketing & corporate communication, branding & media management as well as strategic communication in delivering key messages to targeted audiences. Skilled in spearheading end to end branding and awareness campaigns as well as CSR initiatives coupled with solid acumen in both traditional and digital marketing. Recognized as a diligent and patient professional with exceptional knowhow in harnessing marketing best practices.

STRENGTHS

Marketing Communication
Media Planning
Strategies Development
Branding & Awareness Campaign
Sourcing

Social Media Marketing
Stakeholder Communication
Event Management
CSR Activities
Procurement

Staff Engagement Exercises
Rapport Building
Marketing Material Development
Project Management
Negotiation

CAREER HIGHLIGHTS

- Instrumental in revamping and transforming the marketing material as well as launched road shows and education fairs across Indonesia, Thailand and Brunei to successfully increase the enrolment of international students by 35%.
- Spearheaded the end to end rollout of the Hong Leong MSIG Takaful (HLMT) – PTPTN SSPNi Plus project in generating revenue of RM1million.
- Played a key role in collaborating with the team in driving the awareness of Takaful coverage to all BR1M recipients towards improving the take up rate of the government initiative.

WORKING EXPERIENCE

PointStar Consulting Marketing Manager

• Sept 2020 – Current

- Oversee marketing lead generation.
- Managing the marketing funds provided by principal.
- Marketing in executing the ERP Practice's B2B marketing strategy and programs (internal/external branding, lead generation, advertising/sponsorship, events, digital marketing) in order to support company's business objectives.
- Focus on acquiring and retaining new customers through the management of all online and offline marketing programs including PPC, SEO/SEM, digital advertising, webinars, content syndication, email, social media, lead nurturing, channel marketing and analytics.
- Collaboration with an array of cross-functional team members and external vendors to increase marketing's contribution to revenue.
- Provide short- and long-term market forecasts, reports and trends to assist business development in acquisition of B2B clients.

- Lead and ensure the consistency in the messaging, branding, content, and look-and-feel off all internal and external communication and marketing materials - coordinating and socializing with content, creative, sales and broader organization.
- Perform industry and competitive analysis to inform the sales process and help positioning and messaging.
- Perform ongoing tracking and reporting on B2B marketing activities.
- Develop and execute B2B marketing plans that may include PPC, email campaigns, participation in industry conference and events, webinars, and website updates.

Softline Malaysia

• Sept 2018 – Sept 2020

Marketing Manager

- Develop and implement sales and marketing strategy to achieve the sales target, margin and net profit for Softline Malaysia.
- Responsible for all marketing areas for Softline Malaysia including demand-gen campaigns, digital marketing, customer events, etc.
- Work with local strategic partners like Microsoft, Kaspersky, Veeam and others and plan joint GTM activities per qtr. / year.
- Work closely with local sales team to help and provide support in driving higher sales numbers while keeping in check the marketing budgets.
- Work with cross functional marketing team in HQ while working in partnership with other functions.
- Maintain the existing customers and find ways to expand more business with existing customers.

LeapEd Services Sdn Bhd

• Mar 2016 – Aug 2018

Programme Implementation, Monitoring & Evaluation (Contractual)

- Oversaw the scheduling and documentation of all project deliverables in completing projects in line with master contract, service schedules as well as timelines.
- Collaborated with the Education Development Department and Engagement Managers in identifying clients' needs.
- Managed all stakeholder communications while ensured accurate documentation of all SOPs.
- Assisted the team in updating all implementation deliverables and with new functionality rollouts.
- Established new deliverables and best practices to enhance implementation engagements.

Hong Leong MSIG Takaful

• Jan 2014 – Mar 2016

Senior Executive, Corporate Communication

- Conducted media planning across all platforms including updating the social media and corporate website.
- Drafted the write-ups for all events published in the Corporate Group Magazine.
- Produced and ensured all marketing materials including brochures, proposal forms as well as other marketing premium items are in compliance with the Corporate Group guidelines.
- Championed the planning and execution of all CSR activities as well as reporting.
- Rendered comprehensive support in expediting all project management activities towards achieving set project milestones.
- Source, negotiate, manage and distribute all marketing items to all agencies and branches.
- Planned and implemented periodical town halls as well as staff engagement exercises.

EARLY CAREER HISTORY

- Lecturer (Contractual),** Universiti Utara Malaysia • Nov 2011 – Nov 2013
- Lectured the subject of Marketing Communication for the undergraduate program.
 - Appointed member of the COB Marketing Task Force in promoting the academic courses locally and internationally.
 - Served as the E-Learning Coordinator in encouraging the use of technology in teaching as well as International Students Liaison in managing international students in the School of Business Management.
 - Took on the role of Fellow of Students Residents Hall in monitoring the welfare of the students.

- Project Officer (Contractual),** University of Malaya • Dec 2010 – Nov 2011
- Conducted end to end marketing activities for the Faculty of Business & Accountancy marketing undergraduate and postgraduate programmes.
 - Managed the Student Mobility Programme and international student intakes while organizing talk and seminars by the industry for students.
 - Oversaw the MOA and MOU between Faculty of Business & Accountancy with external parties.
 - Managed and addressed the needs of all faculty Adjunct Professor, Visiting Professor, Visiting Lectures as well as external examiners and visitors.

- Marketing Executive,** Taylor University • Sept 2007 – Dec 2010
- Carried out various marketing functions encompassing media planning, event management as well as advertising and promotion to increase the enrolment of the Centre for Continuing Professional Education.
 - Prepared and monitored marketing budget as well as generated the department programme reports.
 - Source, negotiate and developed marketing material for assigned schools.
 - Cemented excellent relationship with existing and new partners as well as tie ups programmes.

EDUCATION & TRAINING

Education:

- **Masters of Sciences Management,** Universiti Utara Malaysia (2010)
- **Bachelor of Business (Marketing),** Central Queensland University | Australia (2007)

Certification:

- SAP Professional Training – C_TSCM 52_66 Procurement with SAP ERP 6.0 EHP6 (2018)
Certified SAP MM (Material Management)

LANGUAGE & TOOLS

Excellent English | Excellent Malay
Microsoft Office Suite (Word, Excel, PowerPoint) | Adobe Photoshop