



EAN YAACOB

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SUMMARY

A communications professional, specialising in digital, corporate, media, brand and internal, with a flair in marketing and business development

PROFESSIONAL EXPERIENCE AND ACHIEVEMENTS

Mass Rapid Transit Corporation Sdn Bhd (MRT Corp)

Assistant General Manager, Public Relations, Strategic Communications and Stakeholder Relations (SCSR): June 2021 – present

Leading and managing:

- Media works and relations
- Content generation for all platforms
- Digital communication operations and management
- Internal communication operations and management
- Governance consisting of budget, standards, risks and crisis
- Events
- Campaigns, marketing and advertising
- CSR, donation and sponsorship

- *Led the Events team in successfully executing the MRT Putrajaya Line Phase One Launch in 2022, RTS Link Ground Breaking Ceremony in 2020*

Assistant General Manager, SCSR: January 2018 – May 2021

- Lead and manage digital communication via corporate website and social media platforms
- Lead and manage internal communication via internal portal
- Initiate, implement and manage digital activities such as new website development and enrichments and social media initiatives and campaigns
- Initiate, implement and manage internal communication activities such as employee related campaigns and internal publications
- Lead and manage division's annual budget
- Lead and manage division's risk, policies and procedures
- Lead and manage corporate communication functions such as media management and relations, publications and translations
- Lead and manage brand communication functions such as advertising and promotion, marketing, branding, event management, touch points management and merchandise management

- *Initiated, developed and implemented MRT Corp new website in 2018*

Senior Manager, SCSR: July 2016 –December 2017

- Lead and manage digital communications via corporate website and social media platforms
 - Lead and manage internal communications via internal portal
 - Initiate, implement and manage digital activities such as new website development and enrichments and social media initiatives and campaigns
 - Initiate, implement and manage internal communications activities such as employee related campaigns and internal publications
 - Lead and manage division's annual budget
 - Lead and manage division's risk, policies and procedures
 - Support corporate communications functions such as media management, external publications and translations
 - Support brand communications functions such as advertising & promotion, marketing, branding, event management, touch points management and merchandise management
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- *Led the Digital team in successfully launching the MRT Sungai Buloh-Kajang Line in 2017*
 - *Initiated and developed PULSE, Mass Rapid Transit Corporation internal portal in 2016*

Manager, Strategic Communications and Public Relations: February 2015 –June 2016

- Lead and manage digital communications via corporate website and social media platforms
 - Support corporate communications functions such as media management, external publications and translations
 - Support brand communications functions such as advertising & promotion, marketing, branding, event management, touch points management and merchandise management
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- *Successfully verified Mass Rapid Transit Corporation Twitter account in 2016*
 - *Led the Strategic Communications Policies and Procedures division in obtaining ISO 9001:2015 Certification for Mass Rapid Transit Corporation in 2016*

VO2 Cardiolab, e-Matrix Consulting, Netizen Testing - Freelancer Marketing Consultant: August 2013–January 2015

- Managed and implemented marketing strategic initiatives and activities especially on digital platforms
- Consultancy on strategic, conceptualization, development and implementation of websites, online sales and digital marketing
- Provided consultancy via conducting usability testing on websites and portals in the areas of design and user experience

Hong Leong Bank - Manager, Online Marketing, Digital Banking: May 2013 – July 2013

- Planning, implementation and control of online and mobile marketing process
- Assist, collaborate and execute marketing campaigns
- Contribute in planning and implementation of customer engagement via online/mobile banking presence
- Monitor and analyse campaign performance

- Liaise with media/creative agencies in briefing, schedule planning and execution of marketing campaigns
- Advise and assist branches on online and mobile banking services enquiries
- Collate weekly and monthly branch performance reports

ING Insurance Berhad - Head, e-Channel, Marketing: September 2012 – April 2013

Oversaw ING's strategy, activities and initiatives in regards to:

- Electronic Customer and Agent Services
- Internal and external digital information channels
- Electronic and mobile sales tools
- Electronic and mobile learning tools
- Social media utilisation

Maybank - Head, Internet Banking, M2U Business: July 2010 – August 2012

- Spearheaded the business of Maybank2u.com in the area of innovation, development and management for direct and indirect revenue utilizing business strategy and analytics, marketing, strategic alliance, content management and product management
- Developed and implemented the business strategies for Maybank2u.com
- Initiated the innovations for Internet Banking – through strategy and research, coming up with innovations in the areas of product, process, people, features, services, content, marketing, strategic alliance
- Developed innovations for Internet Banking using business analysis and projects with product management team
- Managed innovations for Internet Banking with the support of marketing, operation, content, strategic alliance and product management via activities, campaigns, promotion
- Managed the direct and indirect revenue/sales by utilising business strategy and analytics, marketing, strategic alliance, content management and product management
- *Initiated and developed Maybank2u Pay, Maybank's online service for blog shops in 2012*
- *Developed and implemented M2U Planner, Maybank's online personal financial management tool in 2012*
- *Initiated, developed and implemented M2U-Groupon Exclusive Deals, winning the IDC Financial Insights Innovation Awards 2012 for Innovation in Social Marketing*
- *Led the Internet Banking team to win NEF Awani ICT Awards – Favourite Online Banking for 2 consecutive years (2010-2011)*
- *Represented Maybank as a Speaker for 'Digitalise Your Marketing Strategy' Conference at Parkroyal Hotel, Kuala Lumpur, March 2011*

Maybank - Web Sales Manager: September 2009 - June 2010

Managed web sales for Maybank's Virtual Banking by:

- Driving online sales and leads capabilities of the Bank's products
- Utilising Marketing and Content Management to achieve online sales and leads
- *Developed web sales capabilities for Maybank2u.com via closing sales online and generating leads for sales personnel*

Maybank - Head, Marketing: March 2008 - August 2009
Head, Relationship Management: June 2005 - February 2008

Managed the Maybank2u.com brand through:

- Maybank2u.com website by managing and developing the content quality, information architecture, usability, colour scheme, compatibility of software and hardware.
- Implementation of marketing strategies through preparation and submission of approval papers, creative concepts, communication channels
- Execution of marketing campaigns/programmes which includes above-the-lines, below-the-lines, road shows, events
- Management and cost-control of A&P and Marketing Budget
- Management of marketing support activities such as event management, contests/campaigns management, relationship management with external and internal customers (regions, zones, branches)
- Management of Public Relations: Preparation of Press Release, Speech, Emcee Script, Launch Gambits, Press Briefing
- Establishment, development and maintenance of business relationship via strategic alliances initiatives and partnerships
- Management and coordination of Regions and Branches activities through incentive programmes, communication support
- Continuance building of market positioning via market intelligence initiatives and latest market development, systems and technologies
- *Led the Marketing team to establish Maybank2u.com as the most visited site in Malaysia (comScore First Public Report of Online Usage in Malaysia 2009), best brand in banking online (Asia Pacific Brands Foundation, The BrandLaureate Awards 2008), best eBanking Leader and ePayment channel (eBanking Expo 07)*
- *Led the Marketing and Content Management team in developing and launching the new Maybank2u.com website in 2008 and Malaysia's first teenage banking website, myzone in 2007. Also, Malaysia's first online financial agent, Agent M in 2007 and first online bill service in 2009.*

Maybank - Account Manager (Senior Executive): March 2004 - May 2005

- Developed business by recruiting Payee Corporations
- Planned and strategised business for Maybank2u.coms revenue
- Developed marketing plans for Maybank2u.com usage
- Managed relationship with Payee Corporations

Maybank - Communication Officer (Senior Executive): March 1999 - February 2004

- Managed and developed internal/employee communication within Maybank Group
- Implemented, managed and developed Enterprise Portal, Maybank Group's intranet for knowledge sharing and communication
- *Developed, implemented and managed the Enterprise Portal, Maybank Group's intranet in design, content, daily operations, technical and helpdesk*

Maybank - Operations Officer: August 1996 - March 1999

- Managed customers enquiries on statements, transactions, advices, Audit Confirmation as well as complaints

EDUCATION

- Bachelor of Science in Business Administration 1995
- Major : Finance
- Minor : Computer Science
- California State University Sacramento, United States of America

PERSONAL PARTICULARS

- Date of Birth : 4 Nov 1971
- Marital Status : Married with 4 children
- Interests : Sports and Entertainment

AVAILABILITY

Negotiable

REFERENCES

Available upon request

OTHERS

- Deputy Lead, Crisis Communications Team, MRT Corp (2021-present)
- Member, Management Tender Committee 2, MRT Corp (2020-present)
- President, MRT Corp Kelab Sukan, Rekreasi & Kebajikan (2019-2020)
- President, MRT Corp Football Club (2019)
- Vice President, MRT Corp Kelab Sukan, Rekreasi & Kebajikan (2017-2019)
- Auditor, MRT Corp Football Club (2017-2019)
- Committee Member, MRT Corp Integrated Management System (2016- present)
- Committee Member, MRT Corp Safety & Health (2016 – 2019)
- First Aid Member, MRT Corp (2016-2019)
- Player, MRT Corp Football Team (2015-present)
- Player, St John's Institution Class of 88 in Masters Football League (2014-present)
- Player and member, Tottenham Hotspur Malaysia Supporters Club (2010-present)
- Chairman, Maybank eChannels Community (2005-2006)
- Captain, Menara Maybank Basketball Team (1996-2012)
- Founder, Kings Malaysia Basketball Club (2004-2005)