



JACQUELINE A/P ANTHONYSAMY

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Female

37 years old

I am a high performing Corporate Communications/Public Relations Professional with over 9 years of experience from a variety of roles in different companies across multiple industries, ranging from Financial Services, Manufacturing, and most recently a soft commodities-based manufacturer. My profile is accentuated by a deep academic background in Linguistics, an area my personal development I continue to advance, currently pursuing my Doctorate from University Malaya. I have strong application knowledge of marketing and branding disciplines, and am very capable of navigating outcomes through the rigorous framework of regulatory and corporate guidelines of the different companies I have worked with. In parallel to exercising my core skillset, often in partnership with the senior leadership team of my organization I have been able to develop a strong understanding of accounting mechanics, people development, supply-chain management and business strategy, underpinned by a strong commercial aptitude.

My work ethic positively differentiates me in an office environment; specifically, the ability to take responsibility among and for my peer group, being able to coordinate resources across a multi-disciplined organization towards achieving a common objective, engaging with people at different seniorities of the company, being able to listen, understand and execute tasks with little incremental guidance.

Objectives:

5 years down the road, I would like to see myself as a successful and established individual – personally and professionally; being able to dedicate and commit myself to the organization where I belong, adding value to its aspirations, vision and mission, to continue being inspired to learn and grow and being able to inspire and challenge the younger generations along the way while setting a benchmark for credibility and excellence.

Work Experiences:

Two Wheels Motor Racing Sdn. Bhd. – *Established in 1994, TWMR is a motorcycle racing championship promoter and organizer. Under the stewardship, three major championships are held annually namely The PETRONAS Malaysian Cub Prix Championship, Malaysia Superbike Championship and The FIM Asia Road Racing Championship. From a national grassroot talent development programme, TWMR has embarked on the Asian platform bringing together countries like*

Singapore, Thailand, Philippines, Indonesia, Vietnam, Japan, India and Australia to provide opportunities to local talents and businesses to strive in their capacities.

Head of Communications, December 2020

Responsibilities:

- Devise strategies for content development on social media and digital marketing platforms that would further enrich the fanbase, increase exposure for sponsors and businesses within the industry – videos, postings, announcements, infographics, live streaming etc. and to identify new target audiences and untapped market.
- Develop strategies for PR initiatives to identify opportunities, create awareness and interest that would provide greater exposure for the organization, riders/teams, sponsors and businesses within the industry. Developed media guidelines for championship within and outside the countries that would enhance and strengthen media relationship.
- Develop strategies for all external communications, riders/teams, sponsors and businesses within the industry – website, championship newsletter, marketing collaterals, speeches, press releases, articles, media interviews etc.
- To plan and coordinate themed championship that drives CSR and public-interest initiatives that would boost the brand and widen the fanbase.
- Develop on-going reports with each championship cycle to gauge performance, optimize initiatives and provide insights to senior management.

Major achievements: Developed new ideas and strategies for social media contents and established new target audience locally and within the Asian region. Developed a corporate website for TWMR and established an EDM platform for contents. Developed PR opportunities and senior management profiling locally and outside the country.

Kossan Rubber Industries Bhd. - Established in 1979, Kossan is one of the largest manufacturers of latex disposable gloves in the world with an annual production capacity of 28 billion pieces and the largest technical rubber products manufacturer in Malaysia with a total compounding capacity exceeding 10,000 mt. More than 80% of its products are exported to over 130 countries with 350 active customers mostly located in developed nations such as United States, U.K., Scandinavian Countries, Europe, China, Korea & Japan. The Group operates with 20 plants (19 in Malaysia, 1 in China) and has a total workforce of approximately 6,000 comprising both local and foreign nationals. KOSSAN has been profitable with zero loss making record since inception and the Company joined Bursa Malaysia as a public listed company in 1996.

Senior Manager, Group Corporate Communications, Apr 2018- Aug 2020

Responsibilities:

- Established and maintained internal and external communications policies including the implementation of Corporate Identity within HQ and Kossan Rubber plants.
- Conceptualised and managed content for all internal and external communications for KOSSAN and all its subsidiaries - newsletter, marketing collaterals, speeches, Corporate Profile, editorials, press release, press conference, media event, interviews with Senior Management, company website.
- Developed and executed all PR strategies to stimulate awareness, create interest and drive consideration of products and solutions vs. the competition and coordinated all announcement and product launch activities, working closely with other Corporate Marketing functions and business units as well as key performance indicators and managed ongoing reporting or marketing communications metrics related to PR, social and other digital marketing platforms to gauge performance, optimize initiatives, established best practices and provided key insights to senior management.

- Liaison person for all internal communications and employee engagement activities between all plants and its subsidiaries – to understand the pain points and enhance the wellbeing of foreign and local employees and to boost understanding between stake holders and employees
- Assisted in all CR initiatives including connecting with the media for brand exposure as well as in all ground work related to the initiatives on quarterly basis to maintain the drive on sustainability. Be the liaison person for sponsorship programmes between Yayasan Kossan and its beneficiaries.
- In charge of award submission for international and local awards - Frost & Sullivan, Asian Business Awards, Brand Laurete, Best Employee Award, The Edge Billion Dollar Award, FMM Icon Award etc. to name a few.

Major achievements: Federation of Malaysian Manufacturers Icon Award 2018 for Large Category, MREPC Award, establishment of Corporate Communications and Public Relation Policies (internal and external), implementation of Corporate Identity Policies across all plants, revamp of corporate website, implementation of policies for migrant workers, alleviate the unique presence of HALAL gloves and the development of R&D arm.

Manulife Insurance Berhad - *Manulife Malaysia was first established in 1963 as a branch of Bahamas-based British American Insurance Co. It became a public limited company in 1981 and changed its name to British American (Malaysia) Insurance Berhad. In 1994, the company was renamed John Hancock Life Insurance (Berhad) to reflect our association with John Hancock Mutual Life Insurance Company in USA. Later, the Company changed its name to Manulife Insurance (Malaysia) Berhad following the large-scale global merger between Canadian-based Manulife Financial Corporation and US based John Hancock Financial Services, Inc in 2004. Manulife Malaysia underwent a restructuring exercise in 2008 and effective 1st October 2008, Manulife Insurance (Malaysia) Berhad became Manulife Holdings Berhad. Manulife Holdings Berhad is listed on the Bursa Malaysia. Its assets under management as at 31 December 2020 is over RM12 billion.*

Manager, Brand and Communications, Aug 2016- Apr 2018

Responsibilities:

- Devised the direction and managed content for internal and external communications for Manulife Insurance Berhad, Manulife Asset Management Services Berhad and Manulife Wealth Advisor (- newsletter, key internal messages, marketing collaterals, speeches, calendars, website updates, editorials, press release, press conference, media event, interviews with Senior Management).
- Managed public relations agency and ensured alignment of metrics, focus and strategies throughout the marketing calendar.
- In charge of content development that would be placed at our library called “Contently”, managed and run by the Communications team in Canada.
- Liaison person, alternate to the AVP in media related issues reporting to the Regional Team in Hong Kong (HQ) and Canada – monthly media reports, monthly media plans etc., and as LMIT during communication crisis for Manulife Malaysia.
- Conceptualised and developed all branding strategies and initiatives that would best serve to increase brand awareness as well as brand presence among consumers.
- Prepared brand and communications yearly budget – 2015 – 2018
- Managed CSR programmes for Manulife through PeopleGiving apart from other initiatives to maintain and improve sustainability efforts through fixed budget and crowd funding.
- Assisted various divisions in organizing events including emceeing.

Major achievements: Proposed and implemented gender equality policy to enable female growth and opportunity at work place, acquisition of Manulife Semantan Station naming rights worth RM3.5mil in 2017, internal communications on revamped company direction for all Manulife arms including top-

down key messages on Customer First (Customer Centricity Project) and social media campaigns, media relations on major events and all product launches especially on newly launched online insurance policy in Q4 2017 as well as major CSR initiatives such as “Library of Hope” and “Manulife Dear Santa” on quarterly basis and agency performance drive campaigns to meet yearly agency KPI.

Blondal Group - *Blöndal began its business journey focusing on the sale of a sole product on a door-to-door basis. Over the years, as it grew, Blondal studied and learnt the intricacies of local culture and the complexities of the business environments, researched and implemented strategies that would best suit and serve the target market which ranges from individuals to a larger segment of the community - initiatives in innovation to stay in line with the market trend made it a trusted partner among customers as it gained significant reputation and achievements with its products that are hassle-free and user-friendly. Their biggest approach is being a one-stop-solution in the cleaning industry that has gone a long way in building a line of trust and network with over 1000 strong sales network and over 40 branches nationwide including Brunei.*

Group Manager, Marketing Communications, June 2015-July 2016

Responsibilities:

- Managed day-to-day marketing communications related activities within the organization for three subsidiaries – Blondal Sales and Services Berhad, Blondal Hydroguard and Blondal Stada and coordinated with Managers of various division of over 40 branches nationwide, understand the marketing needs and expectations to develop sales kit that would enhance sales and increase revenue.
- Managed various company events such as staff gathering, festivities celebration, annual dinner, board meetings, company incentive trips, training and development programmes and international conference between Thailand, Indonesia, Taiwan, Singapore, Brunei and Philippines.
- Developed branding and sales strategies to boost brand image and sales at B2C and B2B level during door-to-door knocking and exhibitions and industrial relations as well as conceptualised, designed and reviewed various marketing collaterals and billboard proposals to create fresh and appealing look for the company.
- Proposed and developed quarterly newsletter to update branches, employees and customers on new products, sales strategies, company’s future direction and events in the bid to create transparency and reliability and revamped company website and conducted constant updates as and when necessary for two subsidiaries to create a user-friendly experience for customers.
- Managed CSR activities to promote and maintain sustainability initiatives, boost employee engagement and foster positive values internally and externally.
- Liaised with the media for advertising and public relations purposes to increase public awareness.

Major achievements: Revamped Blondal Group structure and brand presence including an increase in marketing budget and major booster campaigns, established marketing communications and corporate identity policies across all branches nationwide to ensure brand presence in line with the vision and mission of the company, provided alternative platforms to agents to conduct sales through the introduction and development of CRM, interactive agent-customer marketing tools for newly developed water filtration machines and machines for recycling water.

Carnaby Studio, Carnaby Group - *Carnaby Group is an international brand consultancy specialising in creative solutions for advertising and marketing for the property sector. Being people-focused and result-driven, henceforth persistence in maintaining a vibrant workplace is the greatest of mission. With a progressive atmosphere, the Group produce creative, effective and lucrative campaign strategies for their clients such as Hattan Group, Andaman Group, LBS, Mah Sing, SP Setia to name a few.*

Manager, Public Relations and Branding, Sep 2014 – Jun 2015

Responsibilities:

- Researched and proposed the yearly Public Relations Strategies and Branding Strategies for major local and foreign property developers/clients to create a brand image that suits their vision and mission.
- Coordinated with all Accounts Manager and Executives, Graphic Designers and Art Directors in the production of marketing collaterals/campaigns. Evaluated the ideas and concepts proposed by the creative team to ensure that it meets the needs and expectations of clients and stays in line with their corporate identity.
- Supported the conceptual framework of sales gallery and identified strategies to increase visitors to the gallery and implemented strategies, assisted the sales and marketing team to boost sales. Reviewed, verified and signed-off all marketing collaterals for marketing campaigns as per request by clients before going into print. Identified unique features of a particular property/project and ensure that the taglines, headlines, body text and the overall copy jives with the intended message. To ensure that the Bahasa Melayu and English translations are accurate and appropriate.
- Planned and executed CSR activities for clients as a way of enhancing their brand image, in line with their vision and mission. Each CSR activity is planned with the aim of giving back to the society and also a way of boosting the clients' identities. Planned and developed public relations strategies that would enhance the image of clients in the eyes of public through yearly advertisement plans and media engagement events.
- Planned and proposed branding strategies to increase brand awareness for clients including major public events that incorporates cultural values and acknowledges international events (AIDS awareness campaigns, Women's Day campaigns, Earth Hour etc), festive greetings (advertisements), corporate videos and awareness videos.
- Led, managed and coached a team of copywriters and public relations executives in daily work affairs by segregating workflow accordingly to ensure work is completed within a stipulated time frame.

Major achievements: Managed clients - Proposed and implemented (from scratch to completion) with a team of creative directors on PR and Brand including CSR initiatives for Award Winning Property Developers - Hattan Group property development project in Malacca, R&F by China corporation in Pasir Gudang, Nexgram Sdn. Bhd. in government property project in Klang Valley.

Magna Prima Berhad - Founded in 1989, Magna Prima Construction Sdn Bhd (MPC) is a Malaysian based commercial and residential construction and civil engineering firm that has grown to become an industry leader. Led by an experience management team, MPC is a dynamic company that is known for its reputation, financial stability and excellent track record. The company's paid up capital stands at RM4,392,000 while its authorized capital is at RM5,000,000. MPC is registered with the Ministry of Entrepreneur & Corporative Development and the Construction Industry Development Board. The company is also recognized as a "Class A" contractor by Pusat Khidmat Kontraktor. Magna Prima Construction was awarded MS ISO 9001:2008 status for complying with the required quality management system requirements.

Manager, Corporate Communications, Jan 2012-Aug 2014

Responsibilities:

- Planned and organized quarterly Analysts & Investor Briefings and Annual General Meetings (AGM), and served as the focal point for all media relations engagement.
- Developed and managed the Investor Relations and Corporate website under CRM.
- Developed the overall internal and external communications strategies for Magna Prima Berhad as a way of developing a more coordinated and organized employer-employee relationship as well as to re-position the brand image in the eyes of the public. Developed the media relations strategy, planned the

tactical execution plan, and monitored the day-to-day operations of the strategy. Reviewed and verified all collaterals and media related prints to ensure accuracy of all information prior to publishing.

- Coordinated with all Head of Departments to ensure the Annual Report is developed within deadline, contents reviewed and approved for shareholder distribution.
- Identified and secured interviews with the relevant media for the Chief Executive Officer and Managing Director to boost the company's overall media coverage as well as developed quarterly newsletter to share company updates, business decisions, lessons learnt and upcoming events with the organization to maintain employees' engagement level.
- Initiated and successfully executed "Building Hopes with a Home" and "Visit to Orphanage" as part of the organisation's Corporate Social Responsibility (CSR) efforts.
- Analysed the local media landscape to identify opportunities to boost the organisation's image in the public view. Performed benchmarking studies to identify and develop an effective branding strategy to create and enhance brand awareness.
- Engaged in various co-curricular initiatives within the organization such as volunteering to be the host and emcee for AGM, project launches and press conferences and trained and coached two corporate communications executive who assisted in the overall development and success of the communications strategies.

Major achievements: Manages all PR initiatives during the launch of Jalan Kuching Project, managed the Lai Meng School media crisis, monitored all media content and exposure of company, executed all Annual Report production.

AmLife Insurance Berhad – *AmLife Insurance Berhad was incorporated on 17th September 1973. AmLife is a strategic partnership between AMMB Holdings Berhad ("AmBank Group") and MetLife International Holdings, Inc. With the coming together of AmBank Group and MetLife on April 30, 2014, and leveraging on the shared core values of integrity and innovation, AmMetLife aims to be a leading customer centric and modern insurer in Malaysia.*

Executive, Corporate Communications/Public Relations, Oct 2011- Oct 2012

Responsibilities:

- Developed internal and external communication materials for the organization.
- Engaged and coordinated with various Head of Departments to prepare the annual corporate profiles.
- Developed the e-newsletter content for the organization to help manage the organizational changes as well as to create a platform that disseminated relevant information as a way of instilling the values of transparency in the way work is done.
- Researched, identified and proposed branding strategies and opportunities for AmLife, AmG and AmTakaful and conducted market research to evaluate customer feedback and areas for improvement. Engaged in various co-curricular initiatives within the organization such as volunteering to be the host and emcee for quarterly luncheons, AGMs, product launches, half yearly agents' meeting, yearly award ceremonies.
- Developed a succession plan for management to ensure the seamless transition of various workflow that resulted in efficiency and quality performance among employees. Led, strategized, implemented and monitored 100 days campaign with the aim of strengthening ties within employees and stakeholders resulting in change on the overall management and operations of the organization.

Major achievements: Revamped corporate e-newsletter, led a 100-day campaign in the bid to promote employee engagement and handling change management crisis.

EDUCATION

- January 2020 – Doctor of Philosophy, University Malaya
- 2009-2014 Masters in Linguistics, University Malaya
Result: CGPA 3.66, Second Class Upper
Researched on Female Political Leaders' and their Speech Styles
Additional Activities: Presented research for the purpose of publication
- 2005-2009 Bachelors of Languages and Linguistics, University Malaya
Result: CGPA 3.33, Hons. Bachelor's Degree in Languages and Linguistics

Additional Activities:

Toastmasters International, Media and Cultural Events, Transcribing of recorded medical data for the purpose of medical research (Medical Faculty)

SKILLS & INTERESTS

Excel, PowerPoint, Access, Outlook and other computer skills, Project Management
Effective Communications, Public Speaking, Writing, Public Relations, Branding

References

Somesh Naidu, Associate Director Principal Asset Management
012-2858411

Hor Kit Yee, Senior Manager – Manulife Insurance Berhad
016-8601544