

ELHAN ABDULLAH

Digital and Marketing Professional

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SUMMARY

Dynamic and results-driven **digital, CX strategist and marketing professional** with experience of more than 25 years across **ICT, Telecom, Tourism, Media Agency, and Public sectors**. Proficient in implementing best practices in operations, commercial, and technology domains resulting in revenue-generating opportunities. Outdoor and adventure enthusiast bringing in solid digital competencies and background in designing digital experiences. Proven track record of successful **business modernisation, managing start-ups and complex projects**.

AREA OF EXPERTISE

- **Digital Strategies**, transformation, lifecycle, actionable insights.
- **Innovation and Digital Transformation** (Communication, business processes, best practices, and Measurement).
- **Customer Journey and Experience**. CX, UX (B2C, B2B, G2C) CRM (Microsoft Dynamics, Zendesk).
- **Digital Marketing**, SEM, SEO, Searchability, and Social Media management.
- **Content Framework and Strategy**, Storytelling, and Content Channel Management.
- **Web and Mobile E-Commerce** (Omni-channel platform, marketplace management, reservations & booking platforms).
- **Strategic Partnerships** and Key Account Servicing.
- **Process and Operational improvements** (Best Practices, Guidelines, Operations, and Technical Process flows).
- **Content Management Systems (CMS) and Web Platform** (Sitecore, AEM, Liferay, Joomla).
- **Data Analytics**, (Google, Tableau, Microsoft Power BI).
- **Project Management** Web, App, Self-Serve (Agile, Waterfall, Hybrid).

ACHIEVEMENTS

- **Remodelled e-Gov User Experience (G2C) encompassing UI/UX, social media and content guidelines**. Successful execution of an e-government Web Portal for 152 Ministries and Local Councils nationwide.
- Implemented Maxis **e-store platform modernisation and enhancement, channel strategy, digital engagement and customer experience**.
 - o **Engineered 100% up-time** for the online store during a major device launch.
 - o Achieved the first ever **95% on-time delivery success rate**.
 - o **Doubled year-on-year transactions** and increased revenue gain before EBITDA.
 - o **Increased conversion rate optimization in 6 months through UX enhancements**.
 - o **Attained rise in ARPU and share of wallet from upselling** value-added services that increased in-direct store revenue.
- **Enabled digital marketing, social media and content strategies** for Maxis Home Fibre and Broadband (Owned, earned and paid).
 - o **Tripled the number of sales leads** in 12 months.
 - o **Boosted online traffic and tripled the numbers of monthly unique visitors**.

- o **Developed a real-time platform for a self-serve Internet broadband coverage check** for customers, staff and dealers. (Customised Google Map)
 - o **Amplified Maxis MyLaunchpad to top 5 of Malaysian Most Visited Websites** for 2011-2012.
- **Established the Desaru Coast web, mobile app and booking platforms.** (Content framework, business roadmaps, customer experience journeys and product discovery.)
- **Launched “Desaru Coast Experiences”** (in-destination adventure and activity products).
- **Forged strategic partnership with more than 20 vendors, service providers and local authorities, (including hotels, waterpark and golf course)** to secure the foundation for **tours, experiential adventures, activities, entertainment, sports and culinary packages.**
- **Rolled out “Desaru Coast Destination Concierge”** (Sales and customer service hub).
 - o **Doubled customer database above target** through digital and tactical initiatives.
 - o **Achieved target revenue within 10 months of inception.**

PROFESSIONAL EXPERIENCE

DIGITAL CONSULTANT (*Project Basis*)

2021 - CURRENT

- Advise and formalise **digital transformation for clients** to meet their business goals.
 - o Facilitate analyses, assessments and **digital audits for actionable insights.**
 - o Formulate **customer and product life-cycle improvements plans** with focus on user experience and business goals within timeframe and budget.
 - o Orchestrate strategies for **enhancements and process improvements plans on digital assets,** platforms, online marketplace(s) and self-service areas to meet business goals.
- Consult and orchestrate **digital marketing action plans.**
- Generate pre-sales proposals and presentations for clients.

DESARU DEVELOPMENT HOLDINGS (*Subsidiary of Themed Attractions, Resorts & Hotels*)

DEPUTY GENERAL MANAGER, CUSTOMER EXPERIENCE

2019 –

2021

- **Ownership of the destination customer experience across all touch points.** (pre, during, post visit, online, offline)
- **In-charge of Destination Marketing digital assets and initiatives.** Delivered comprehensive digital experience including content strategy, customer experience, user interface and digital production.
- **Drive digital marketing and branding for the destination across multiple channels** include in-destination collaterals, travel guides, policies and playbook, online, website and mobile app.
- **Championed cross functional collaboration** across all business units, including the hotels, adventure waterpark, and golf club, and streamlined the corporate goals, visitors experience and product discovery.
- **Formed strategic partnerships and contract negotiations** with vendors, transportation, service providers, local authorities and industry players to build ‘Desaru Experiences’ and ‘Desaru Coast Destination Concierge’ to **position Desaru Coast as Malaysia southern travel hub.**

- **Leverage partnerships** with Klook, BeMyGuest, Tripadvisor, Lazada, to expand distribution channels, increase brand visibility, and drive visitor engagement.
- **Introduced Desaru Coast Destination Concierge**, a one stop centre for customer service, product discovery, sales, booking, and back office support.
 - **Drive sales and lead generation for B2C, B2B, Corp and VIP prospects.**
 - Oversaw operation and fulfilment for bookings, call centre, and customer service.
- **Curated Desaru Coast Experiences**, an initiative to boost and monetize in-destination adventure and activities based on opportunities, customer segments, target markets and trends.
 - **Created tourism pillars, tour concepts and commercial bundles** to promote the destination.
- **Produced plan for new Desaru Tourism Centre** in strategic partnership with Tourism Johor and Pengerang Municipal Council.

THEMED ATTRACTIONS, RESORTS & HOTELS SDN BHD (*Subsidiary of Khazanah Nasional Berhad*)
VICE PRESIDENT, DESTINATION SALES & MARKETING (E-COMMERCE) **2017 – 2019**

- **Spearheaded a new project for a Travel Destination hub and launched the digital marketing arm for Desaru Coast.**
 - **Project Director** overseeing planning and execution, business requirements, value chain, digital advisory and technical development, eco-system operations and commercial performance.
- **Kick-started, project managed and launched a one stop portal consisting of e-commerce, product, online booking system** for all products and services under a phased deployment.
- **Established e-commerce Web site and mobile app platforms for Desaru Coast** to improve end to end customer journey and digital experience.
 - Delivered successful integration of CRM, APIs, data consolidation and SAP/ERP platform.
- **Coordinated with senior leadership team members and multiple cross-functional business units**, Legal, Finance, Procurement, Operations, Commercial and strategy teams to implement and deliver strategies to increase the efficiency and value.
- **Developed digital acquisition strategy, ROI programs to commercial P&L initiatives.**
 - Covers revenue growth, conversion rate optimisation (CRO), user base expansion and Customer Lifetime Values.
 - Implemented **go-to-market plans addressing multiple audience segments** to drive revenue and acquisition targets.
- **Forge beneficial partnerships with ecosystem partners and vendors for systems and access.** Drive negotiations with hotels, transport, golf course and theme park.
- **Created data collection sources, analytics and customer relationship management (CRM) platforms**, to seek beneficial correlation for future business conduct and predictions.
- **Facilitated multinational teams and agencies for end-to-end development.** (India, US, Singapore and Malaysia.)

SPECIALIST, MAXIS ONLINE STORE

- **Managed e-store platform ecosystem end to end, enhancements and overall channel strategy including operations,** product forecasts, sales, fulfilment, logistics, data and market insights.
- **Enhancements:**
 - Facilitated integration between Adobe Experience Manager (AEM) front end with custom ecommerce back-end (WiPro India), logistics platform (Brightstar) and analytics.
 - Established digital customer on-boarding and KYC compliance.
 - Amplify customer user experience and customer satisfaction with specific programs.
- **Sales: Drive P&L for online transactions and activation.**
 - Developed **collaborative go-to-market plans**, customised campaigns and secured revenue target.
- **Fulfilment and Logistics**
 - Formalised new initiatives to boost sales with 4PL partner and logistics vendors.
- **Data and insight: Compile market research and analysis.**
 - Identify industry and consumer trends market benchmarking and competitor reviews to check against ad placements, keyword use and landing pages.

MANAGER, DIGITAL STRATEGY AND PLANNING

- **Managed Maxis Home and Broadband digital marketing and social media channels (Owned, earned and paid) and orchestrated campaigns to grow awareness and customer acquisition.**
 - Boost Maxis Broadband awareness and product discovery through digital marketing and social media campaigns.
 - **Increased engagement and reach** with ad placements.
 - **Quantified data analysis** from consumer intelligence sources (Meltwater), Focus groups (Nielsen), media trends (Mindshare), CRM and Google analytics.
 - **Evaluate approaches and digital campaign performance and direct appropriate adjustments.**
- **Introduced strategic initiatives to drive awareness and trust for Maxis Broadband.**
 - Increased visibility by leveraging multiple online channels.
 - Initiated broadband Ambassadors program via social sharing platform Facebook and Social channels.
- Collaboration on **special projects:**
 - **MyMaxis Mobile App and Self Serve MyAccount Portal.** Prepared business requirements, specification documentation, proposals, and user flow.
 - **Maxis IPTV.** Supervised digital content marketing for Broadband and IPTV bundle and acted as liaison with content providers (FOX Studios, Redbull TV, etc).

SKALI WEB SERVICES (*Subsidiary of Alam Teknokrat Sdn Bhd, MSC Status Company*)

HEAD OF USABILITY

2006 - 2010

- **Spearheaded new User Experience (UX) and content strategies for Malaysian Government Ministries, state and local council** for an e-government ICT web portal project encompassing 152 Ministries and local councils nationwide. Project value of RM350 Mil over 3 years.
 - **Established User Interface (UI), Government-to-Citizen and Government-to-Business User Experience (G2C, G2B UX) and content management framework on Liferay CMS.**
 - Introduced the e-Gov User Experience (G2C, G2B) design conceptualisation, templates and branding guideline.
 - **Advocated project recipients on content aggregation strategies and harnessing emerging digital trends (Web 2.0 and Social Media)**
 - **Collaborated with MAMPU** (*Malaysian Administrative Modernisation and Management Planning Unit*), **MDEC** (*Malaysia Digital Economy Corporation*) and **Economic Planning Unit of the Prime Minister's Department.**
 - **Collaborated with incubators and start-ups** under the Malaysian Global Innovation and Creativity Centre (MAGIC), and Cradle Sdn Bhd to drive and promote customer experience improvements (G2C).
- Managed a team of 60 people across multiple satellite locations nationwide using collaborative tools and operational effectiveness.

POCKET PIXEL MALAYSIA SDN BHD (*MSC Status Company*)

DESIGN DIRECTOR

2001 - 2006

- Founder of a digital agency focused on Media Convergence that bridged multimedia services between print and digital.

HICOM COMMUNICATIONS SDN BHD (*Subsidiary of DRB-HICOM Berhad*)

HEAD OF MULTIMEDIA

1998 - 2001

- Developed multimedia and web based interfaces for web projects, systems and CD based applications.

(Other information and references will be furnished upon request)