

NOEREL ISMAIL



Contact

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Current residence:

Malaysia/ Australia

Nationality:

Malaysian

Skills

- Brand Management
- Events/ Experiential Marketing
- Sponsorship & Partnership Marketing
- Marketing Campaign Strategy
- Online and Offline Marketing Strategy
- Retail Marketing
- Budget Management
- National Market Experience – Malaysia,
- Southeast Asia market experience – Philippine & Singapore, Vietnam, Indonesia.

Summary

A dynamic marketing leader with more than 10 years of experience in marketing, brand management and customer-centric strategies that drive business growth and ROI.

Proficient in B2B and B2C marketing campaigns, with expertise in events – customer and brand experience, project management as well as digital and proven track record in delivering marketing activation. Steering diverse retail teams and an industry leader who will contribute to an organization's vision and values.

Pragmatic and result oriented, I am determined to build market presence in the next company I join.

Experience



BayWa r.e

Regional Marketing Manager, Southeast Asia

Apr 2022 – present

- Responsible for all marketing activities for Energy Solutions division for Southeast Asia market; Malaysia, Vietnam, Thailand, Singapore & Indonesia.
- Plan, execute and manage C & I (Commercial & Industry) – Energy Solutions for market and customer engagement through various media/ platforms.
- Formulate, direct and coordinate marketing activities to promote market presence and awareness, positioning BayWa r.e. as a global project developer and enhancing brand and project recognition.
- Propose and execute new innovative marketing ideas towards achieving the commercial objectives of BayWa r.e. and its business units.
- Conduct PR, external interviews to promote project development capability.
- Support HR on Employer Branding topics by producing content.



BMW Group Malaysia

Marketing Manager – Motorcycle Division

BMW Motorrad

Oct 2016 – Feb 2022 – 5 years 5 months

- Brand Custodian, responsible for managing all BMW Motorrad marketing activities from long term strategies to quick-win initiatives via integrated online and offline measures down to the retail level via integrated ATL/BTL communications, digitals; websites & social medias, events, CRM and results-driven retail activities.
- Responsible for national marketing strategy and planning.
- Designed and led experiential marketing campaigns and established targets and budgets.
- Managing all BMW Motorrad new models launches at principal to dealer levels from conception to execution.
- Managing all paid media for campaigns communications.
- Tracked and analyzed KPIs to effectively report on sales funnel management.

Events Highlight

- o IGEM (Greentech event) tradeshow in Malaysia, 2022.
- o Best practice at BMW Motorrad worldwide for off-road motorsport event, 2019.
- o Growth in customer gathering event in 2017 - 2019.
- o First ever in Southeast Asia motorcycle launched and stunt riding on ice-rink, 2014.
- o Motorcycle trade booth display at Sepang MotoGP 2014 – 2019.
- o Hospitality suite for at WSBK Sepang.
- o Ground support to Dorna for Sepang MotoGP Safety Vehicles.
- o Ground support to BMW Motorrad racing team for races in Sepang International Circuit, Malaysia.

Technical Skills

- MS Excel, Word, Power Point, Outlook, SAP, AEM 6, DAM, MYOB, Canva, Evalanche

Strengths

- Relator
- Futuristic
- Responsibility
- Discipline
- Focus

Source: Clifton Strength Assessment Completion 2015.

Education

BBA (Hons) Marketing – University Technology Mara, Malaysia. 2004.

Languages

Fluent: English,
Fluent: Bahasa – Malay

LinkedIn URL

<https://www.linkedin.com/in/noer-el-huda-ismail-460b784b/>

Experience

(continuation)

- Creative conception to directing of brand local videos.
- Close co-operation with headquarters, Germany and regional office (Thailand) for special projects such as brand experiences and retail initiatives.
- Managing agencies; events, media buy, creative, digital and CRM.
- ❖ **Key Achievements:**
 - o Digital sales conversion: from 6% in 2019 to 16.75% in 2021.
 - o Best practice at BMW Motorrad worldwide for off-road motorsport events, Growth in customer gathering event in 2019.
 - o Worked with head quarter office team for website migration from WCMS to AEM6.
 - o Increased website traffic by 50% by creating and implementing an SEO strategy.

Marketing Executive – Motorcycle Division BMW Motorrad

Aug 2012 – Sep 2016 – 4 years 2 months

- Conceptualized, planned, and executed all BMW brand strategy, local tactical campaigns with a focus on digitalization.
- Produced creative content, including brand videos for a variety of social media channels.
- Worked closely with internal and external creative agencies to design marketing materials, including website and branded content.
- Develop campaign strategy and plan budget allocation.
- Designed and led experiential marketing campaigns and established targets and budgets.
- Liaised with media companies, suppliers, and other external contractors during campaign planning work.
- Planned and executed marketing activities for BMW Motorrad product launches, sponsorship activities, tactical and Motorsports events.

Executive Assistant – Finance Department BMW Malaysia

Jul 2009 – Jul 2012 – 3 years 1 month

- Supported finance team in tasks ranging from finance administration to accounting operations.
- Managed CFO diary and optimized schedule for efficiency and productivity, administered weekly team meetings, including minute taking, document preparation and following up on action items.

Executive Assistant cum Finance Officer Total Global Resources Sdn Bhd

Oct 2004 – Jan 2009 – 4 years 3 months

- Supported management team in tasks ranging from finance administration to event execution.
- Further developed project management skills, i.e event trade fair.
- Optimized payroll systems and processes to align with business and system changes.