

MOHAMMAD ALFIAN

MARKETING | PUBLIC RELATION | DIGITAL MARKETING | EVENT

July 2023

Dear Sir/Madam,

Please find enclosed my Curriculum Vitae in apply for the vacancy at your company. Here is a brief explanation of my current job. I am currently attached to XOX Mobile Services Sdn. Bhd. Previously, I worked with Proton Edar Sdn. Bhd. since January & also, Hyundai-Sime Darby Motors since April 2013. My current job in XOX Management Services is basically handling Marketing Communication, Digital Marketing & also Public Relation (PR) which includes advertisement strategies, creative design strategy, digital marketing, communication, press & media strategies and collaboration.

Previously in Proton Edar & Hyundai-Sime Darby Motors, my major roles handling Advertising & Promotion, Event Management & PR. Since 2013, I have vast experiences in Marketing and have led a lot of projects which include product launches, tactical campaigns, media collaborations, website enhancement and digital transformation. As for my current roles in Proton, I am more focused on digital marketing which involves a lot of data analysis, strategic planning, social media management and media buy strategies. Besides that, as previously I do have experience in media management, I am also currently managing PR in terms of contents planning, press release strategies and also media collaborations.

As an individuals, I would say that I always do love challenges, a peoples person and very passionate in marketing. I am able to take on the responsibility for any kind of tasks given immediately with the enthusiasm and determination to ensure the success of it. Furthermore, I really love to learn new things and have a very creative mindset. I will ensure that my creativity & knowledges will be a great asset for the company. Last but not least, I understand that during this economic downturn in Malaysia, I understand that every company will be more cautious in hiring and need to ensure the candidate that been hired will give a better return on investment to the company and most importantly can help the company to grow. However, I am confident that my skills, experiences & expertise will bring a lot of benefits to the company.

Thank you for taking your time to consider this application and I'm looking forward to hearing from you soon.

Yours Sincerely,
Mohammad Alfian

Contact

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Seksyen 17, 40200 Shah
Alam, Selangor.



MOHAMMAD ALFIAN

MARKETING | PR | EVENT

About Me

Hi, I am Alfian, a Bachelor's Degree holder, majoring in Event Management, graduated with a 3.71 CGPA. I am a Senior Executive Marketing with a vast experiences in Marketing, Events, PR, Advertisement & Digital Marketing. I believe there still a lot I need to learn & explore in Marketing, especially in current face-pace digital world, metaverse & more technologies to come!

Software Skills

Photoshop	<div><div></div></div>
Illustrator	<div><div></div></div>
Google Ads	<div><div></div></div>
Social Media Ads	<div><div></div></div>
Microsoft	<div><div></div></div>
Ads Analytics	<div><div></div></div>

Languages

English	<div><div></div></div>
Malay	<div><div></div></div>

Education

BACHELOR DEGREE IN EVENT MANAGEMENT (Hons.)

2010 – 2012 |
Universiti Teknologi Mara (UiTM)

Graduated with 3.71 CGPA & Vice Chancellor Award

DIPLOMA IN OFFICE MANAGEMENT & TECHNOLOGY

2007 – 2010 |
Universiti Teknologi Mara (UiTM)

Graduated with 3.19 CGPA

Work Experience

Manager – Strategic Marketing

2022 – Current |
XOX Management Services Sdn. Bhd.

- Advertisement & media buy: ATL, BTL & Digital
- Creative: Website, Ads, Dealer, Retails & all artwork related.
- Communication: Campaign, launches, events, product & etc.
- Public Relation: Media/Journalist management, press release & write up strategy, Social Media & report.
- Data Intelligence: Analysis, Reporting, Targeting & etc.
- Activation: Launch, Campaign, Roadshow & etc.
- Collaboration: Event, Sponsorship, Perak FC & etc.

Senior Executive – Digital Marketing

2021 – 2022 |
Proton Edar Sdn. Bhd.

- Advertisement & media buy: ATL, BTL & Digital
- Communication: Campaign, launches, events, product & etc.
- Public Relation: Media/Journalist management, press release & write up strategy, Social Media & public sentiments monitoring & report.
- Data Intelligence: Analysis, Reporting, Targeting & etc.
- Activation: Launch, media engagement, exhibition & etc.
- Collaboration: Campaign, Platform, Event, Sponsorship & etc.

Profile

D.O.B: 11 May 1989
Live: Shah Alam/Klang
Nationality: Malaysian
Race: Malay
Religion: Islam
Status: Married
Working Experience: 9 years

Social Account

- LinkedIn:
 - <https://www.linkedin.com/in/alfianabdlh/>
- Facebook:
 - <https://www.facebook.com/epy.warna>
- Instagram:
 - <https://www.instagram.com/alfianabdulh/>

Personal Skills

Social	<div><div></div></div>
Organization	<div><div></div></div>
Creativity	<div><div></div></div>
Communication	<div><div></div></div>
Leadership	<div><div></div></div>
Teamwork	<div><div></div></div>

References

Kate Khoo | Marketing Head
FORMER SUPERIOR |
HYUNDAI-SIME DARBY MOTORS
012 315 1505

Adam Mazlan | Manager
COLLEAGUE |
PROTON EDAR
017 616 3330

Executive - Marketing

2013 - 2021 |

Hyundai - Sime Darby Motors Sdn. Bhd.

- Advertisement & media buy: ATL, BTL & Digital
- Communication: Campaign, launches, events, product & etc.
- Public Relation: Media/Journalist management, press release & write up strategy, & report.
- Website & Digital Assets: Website, Mobile Apps, Website Online Booking & Digital Storage.
- Activation: Launch, media engagement, exhibition & etc.
- Content: CI management, Visual & Video development.
- Branding: Strategies, CI Developments & Monitoring.

Work Highlights

PROTON EDAR SDN. BHD.

2022 - Current |

- Increased **social media performance** & become **rank no. 1** in engagement rate & post reach vs competitors.
- Maximized ads performance by closely monitor & change **ads strategy** based on ads performances analysis whenever needed by weekly basis.
- Propose & execute **media contents generations program to support automotive media** & indirectly build a better relationship with media, also increase positive coverage rate.
- Monitor public sentiments and **provide highlights of negative issues** and report directly to find solution on bring down the tonality in the market.

HYUNDAI - SIME DARBY MOTORS SDN. BHD.

2013 - 2021 |

- Manage, plan & organize **Kuala Lumpur International Motorshow (KLIMS)** in 2013 & 2018.
- **Digital Ads transformation** (2017) - Manage website & social media performances, mobile apps development & website online booking development (2020).
- **Media Relation** (2021) - Maintain good relationship with all media/journalists and increase positive news.
- **Rebranding** (2021) - Internal & External rebranding for Hyundai in Malaysia. Develop new taglines, CI & communications strategy for Malaysia market.

Work Development

SIME DARBY CORE EXECUTIVE PROGRAMME I

2014 | Sime Darby Berhad

- Sime Darby Core Executive Programme is a mandatory programmes dedicated to the leadership development of Sime Darby executives at all levels of the organisation . Its a 5 days programme that involved psychology, motivation, presentation skills & leadership skills.

Digital Marketing Masterclass

2016 | Asia Web Academy

- Asia Web Academy was formed to provide professional training and skills upgrading in Asia with a focus on Digital Marketing. The course content covers a wide spectrum of techniques, which includes Search Engine Optimization, Search Engine Marketing, Social Media Marketing, Mobile Marketing, e-Commerce, and Technopreneurship.