

MOHD SHAHRIL ZAINAL

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Nationality : Malaysian (840907-14-5059)
Languages : Bahasa Malaysia and English
Proficient in oral and written

Professional Summary

With over 15 years of work experience in media, marketing communications, and branding across diverse industries, I am no stranger to the art of marketing communications, branding, and stakeholder management.

As an Art & Design graduate, I've channelled my creativity into successful ventures, including ideation, content planning, project management, business development, and more. Discovering my passion for nation building, I've applied my learned skills to organisations that prominently represent Malaysia on the global stage. I take pride in my ability to contribute my expertise in marketing communications and branding effectively.

I am also a strong advocate for mental health awareness and suicide prevention, actively volunteering with organisations such as the Mental Illness and Support Association Malaysia (MIASA) on the subject matter.

I firmly believe that "no one truly succeeds alone" and credit the exceptional teams I've had the privilege of working with for my accomplishments thus far. My career goal is to contribute to collective success wherever I go.

EDUCATION

2005 – 2007 : MARA University of Technology (UiTM) Shah Alam, Malaysia
Bachelor of Art & Design (Hons) Graphic & Digital Media
Major: **Advertising**

2002 – 2005 : MARA University of Technology (UiTM), Shah Alam, Malaysia.
Diploma of Art & Design – Graphic & Digital Media
Major: **Advertising, Brand Management and Multimedia**

WORKING EXPERIENCE

Malaysia Healthcare Travel Council (MHTC) - www.mhtc.org.my

Marketing Division: *September 2016 – present*

Vice President, Marketing

(Report directly to the Chief Executive Officer)

March 2023 – present

- Lead the Marketing Teams, ensuring that best practices are in place to drive industry revenue and MHTC's revenue, foster new healthcare traveller growth, and maximise ROI from all marketing activations in targeted markets;
- Lead and implement channel-specific marketing strategies and plans;
- Conceptualise and execute trade promotions and roll out impactful thematic brand campaigns in collaboration with relevant commercial partners/players;
- Manage all supporting units within the Marketing Division.

Head of Marketing Strategy & Government Relations

(Reported directly to the Chief Strategy Officer)

January 2019 – February 2023 (4 years, 2 months)

- Facilitated and coordinated country-specific promotional, advertising and marketing campaigns and initiatives;
- Actively advocated for the inclusion of Malaysia's healthcare travel agenda in official international activities at various levels, including Technical Working Group (TWG), Senior Officials' Meetings (SOM), Ministerial and Heads of States/Government;
- Developed action plans for stakeholder management, establishing an effective network system with key stakeholders, which encompassed federal and foreign governments, international organisations, and private entities abroad;
- Identified promising opportunities for bilateral, multilateral, and commercial cooperation.

Manager, Marketing Communication

(Reported directly to the Chief Commercial Officer)

September 2016 – December 2019 (3 years, 4 months)

- Strategised, developed and implemented support materials and activities to enhance the promotion of the Malaysia Healthcare brand;
- Identified communication opportunities for cultivating a cohesive cross-product image and translated them into reality through timely and relevant solutions and approaches;
- Implemented methods and programmes with the goal of shaping a positive image in the eyes of both media and healthcare travellers;
- Devised tactical campaign and marketing strategies tailored to the five (5) key focus markets - Indonesia, North Asia, South Asia, Indochina, Middle East.

Key Highlights:

- In 2022, the nation's healthcare travel industry achieved RM1.3 billion in revenue, 76% of its pre-pandemic performance of RM1.7 billion in 2019, showcasing the joint efforts of MHTC and industry players.
- In the first half of 2023, Malaysia's healthcare travel industry recorded revenue of over RM900 million. It is anticipated to fully recover to its 2019 pre-pandemic performance, potentially establishing a new industry record.

Prime Minister's Office (PMO): Brandworth Corp. - www.pmo.gov.my

Nation Branding Division: *September 2014 – August 2016 (2 years)*

Brand Manager

(Reported directly to the Director of Nation Branding Division, Prime Minister's Office and indirectly to the Communications Advisor to the Prime Minister)

Nation Branding Division, Prime Minister's Office:

- Developed, implemented, and assessed comprehensive integrated marketing campaigns by combining public relations, advertising, brand management and creative design into a unified marketing communications strategy for the 'Malaysia' brand;
- Formulated integrated communication plans that encompassed objectives, targeted audiences, key messages, and implementation plans, while simultaneously coordinating with other stakeholders such as ministries, agencies, and commercial entities;
- Implemented a tracking programme designed to monitor the brand and gain insights into brand perception and reactions among stakeholders through focus group studies and market research which were integrated into the brand communication planning.

GOASEAN - A multi-platform content provider that focus exclusively on producing ASEAN related travel and lifestyle content:

- Identified and capitalised on new business opportunities, ensuring the successful formulation, implementation and management of integrated campaigns with minimal margin of error;
- Developed strategic long-term plans, pinpointing emerging business opportunities, markets, and potential partners;
- Conducted and analysed market intelligence surveys, harnessing the insights to continuously generate innovative ideas and deliver creative integrated solutions.

Special Projects:

- Brand Custodian for EXPO Milano 2015, World Islamic Economic Forum (WIEF) 2015, United Nations General Assembly (UNGA) 2015, World Economic Forum 2016 and World Economic Forum on ASEAN 2016;
- Brand Coordinator for the 11th Malaysia Plan (RMK-11), National Budget 2016, 27th ASEAN Summit and Related Summits, and the 2015 UMNO General Assembly.

Federal Land Development Authority (FELDA):

FELDA Wellness Corporation Sdn Bhd (FWC) - www.felda.gov.my

Corporate Strategic Planning Division: *July 2013 – August 2014 (1 year, 2 months)*

Brand Manager

(Reported directly to the Head of Corporate Strategic Planning Division)

- Devised a brand plan to achieve company targets through advertising, promotions, and research;
- Collaborated with agencies, vendors and internal teams to enhance market performance;
- Crafted a product plan based on consumer insights to drive brand growth, define unique selling propositions and communicate launch support plans to the retail division;
- Conducted market analysis to support the Sales & Trade Marketing team;
- Produced accurate volume forecasts, concentrating on nett sales and brand contribution for business forecasting and results.

Special Projects:

- Led the Soft-launch of NEUTRAX (Cultured Coconut Extract) at BIO International Convention, San Diego, California, USA;
- Oversaw the launch of Vita500 (a vitamin-enriched drink), in collaboration between FWC and UMMC, within the framework of a CSR programme - *A visit to Oncology Ward of UMMC in conjunction of World Cancer Day 2013.*

Celcom Axiata Berhad - www.celcom.com.my

Group Digital Services, Digital Advertising: *July 2012 – June 2013 (1 year)*

Manager, Brand Marketing & Business Development

(Reported directly to the Chief Digital Services Officer, Group Digital Services)

- Crafted content and product marketing strategies to align offerings with clients' and advertisers' requirements;
- Achieved efficient and effective media deals through skilled negotiation;
- Fostered productive relationships with media buying firms, agencies, the internal brand team, cross-functional partners, and key media outlets.

Special Projects:

- Served as a Committee member for Axiata Digital Services (ADS) "*Digital Specialist and Media Owner*" at the AdTech 2013 - Suntec Convention Centre, Singapore and the launch of Celcom Escape;
- Spearheaded the Content Partnership between Celcom EduCube and The Malay Mail newspaper.

Redberry Media Group - www.redberry.com.my

Group Marketing & Branding Division: *January 2010 – June 2012 (2 years, 6 months)*

Manager, Group Marketing & Branding

(Reported directly to the Group Deputy Chief Operating Officer)

- Established a robust and highly visible brand presence for the group;
- Formulated and executed long-term brand strategies and marketing plans;
- Managed product development and cost reduction projects;
- Built and maintained relationships with media and other key opinion leaders;
- Oversaw all publicity and advertising output; crafting campaigns and generating event ideas for launches, as well as planning media buys.

Special Projects:

- Managed the re-launch of The Malaysian Reserve in Association with International Herald Tribune (IHT) and the re-launch of the new Malay Mail under the theme '*Rethink The News*';
- Led the '*Spark the Debate!*' activation series for the Malay Mail;
- Organised The Malaysian Reserve's 5th Anniversary event, titled '*An Evening with Tun Dr. Mahathir*'.

Media Prima Berhad: Natseven TV Sdn Bhd (ntv7) - www.mediaprima.com.my

Brand Management Group: *June 2006 – December 2009 (3 years, 7 months)*

Brand Executive

(Reported directly to the Brand Manager (English and Urban Malay contents), Brand Management Group)

- Conducted strategic studies on the various audience segments and advertisers, searched and evaluated programme/content for suitability, and developed programme/content strategies including promotions;
- Planned and executed the station's projects and promotions;
- Oversaw content creation with Primeworks Studios Sdn Bhd (the production arm of Media Prima Group) and negotiated content prices with international distributors and local production studios;

Special Projects:

- Served as a Committee Member for the notable events including the Asia Television Forum 2009, The Global Brand Forum, Formula One Malaysian Grand Prix and the World Championships, along with ntv7 Urban Live/At the Mall road show;
- Person-in-Charge (PIC) from ntv7 for the Media Prima Television Networks Screenings 2008 & 2009, Anugerah Industri Muzik (AIM) 2008 & 2009;
- Brand Custodian of ntv7 primetime slots (7:30PM onwards) for urban belt (English & Urban Malay contents).