

Amir Ikhwan Bin Tirmidzie

Communications Executive

Contact

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Skills



Experienced Communications Executive & Content Strategist adept at crafting engaging narratives to drive brand success. Proven track record in strategic content planning, stakeholder engagement, and boosting brand visibility across platforms. A creative collaborator who thrives in fast-paced environments, leveraging innovation and data-driven insights for impactful results.

Work History

2022-11 -
Current

Content Strategist

Malaysia Healthcare Travel Council, Kuala Lumpur

- Content Development:** Craft and curate high-quality, engaging, and informative content for various digital platforms, including official MHTC website, social media channels, and email campaigns. Ensure that content aligns with MHTC's brand voice, objectives, and industry trends.
- Strategic Planning:** Collaborate with cross-functional teams to develop and implement content strategies that drive brand awareness, audience engagement, and lead generation. Leverage data-driven insights to refine content approaches for maximum impact.
- Digital Storytelling:** Develop compelling narratives that highlight success stories, patient testimonials, and cutting-edge medical advancements within Malaysia's healthcare ecosystem. Effectively communicate unique value propositions of healthcare services available in the country.
- SEO Optimization:** Apply best practices in search engine optimization to ensure that MHTC's content is discoverable and ranks well on search engines. Implement relevant keywords, meta tags, and other optimization techniques to increase organic visibility.
- Content Calendar Management:** Maintain a well-structured content calendar, ensuring consistent and timely delivery of content across platforms. Plan content themes, campaigns, and collaborations to align with key events and initiatives.
- Performance Analysis:** Regularly monitor and analyse content performance metrics, including

Excellent

Google Analytics

Very Good

website traffic, engagement rates, and conversion rates. Utilize insights to refine content strategies and improve audience engagement.

- **Collaboration and Stakeholder Engagement:** Work closely with internal teams, external partners, and healthcare providers to gather information, coordinate content creation, and ensure accuracy and compliance in all communications.
- **Brand Advocacy:** Act as a brand advocate, ensuring that all content reflects MHTC's values, mission, and commitment to delivering exceptional healthcare experiences.
- **Professional Development:** Stay updated with industry trends, content marketing best practices, and emerging technologies. Attend workshops, webinars, and conferences to enhance skills and contribute fresh ideas to the content strategy.

My role as a Content Strategist at MHTC is not only about creating impactful content but also about contributing to the growth of Malaysia's healthcare tourism industry. I am proud to be part of a team that promotes the country's world-class medical services to a global audience, making a positive impact on both healthcare and tourism sectors.

2021-06 -
2022-11

Communications and Social Media (Contract)

Ministry of Health Malaysia, Putrajaya

- Collaborated closely with the communications team to assist in the creation of compelling press releases, official statements, and communication materials. These efforts contributed to effective and accurate dissemination of crucial health updates to the public.
- Supported the management of the ministry's social media platforms, including content creation, scheduling, and community engagement. Played an integral role in maintaining an active online presence and fostering meaningful interactions with the public.

- Assisted in coordinating press conferences and media events, ensuring smooth logistics, media relations, and documentation. This involvement provided me with hands-on experience in event planning and management.
- Participated in the development of communication strategies and campaigns aimed at promoting public health awareness and education. Contributed ideas and insights to brainstorming sessions that shaped impactful messaging.
- Monitored media coverage and compiled media reports, analyzing news trends and identifying opportunities to enhance the ministry's media relations and messaging.
- Conducted research on health-related topics to support the creation of informative articles, blog posts, and other written content for the ministry's communication channels.
- Collaborated with various departments within the ministry to gather accurate and up-to-date information for communication purposes, fostering effective interdepartmental coordination.
- Contributed to the preparation of visual materials, including infographics, presentations, and multimedia content, to enhance the ministry's communication outreach.
- Engaged in professional development by attending internal workshops, training sessions, and departmental meetings. Gained insights into public health policies, crisis communication, and media engagement strategies.

My time at the Ministry of Health Malaysia was an extraordinary experience given that it was my first real job. The journey deepened my understanding of the vital role that media and communications play in public health. I am grateful for the

mentorship and guidance I received from the communications team, and I am excited to apply the skills and knowledge gained as I pursue a meaningful career in the field.

2019-03 -
2019-06

Public Relations Intern

FTI Consulting Malaysia Sdn Bhd, Kuala Lumpur

- Collaborated closely with my team which only consist of 4 people including myself, to support the execution of media outreach campaigns for clients spanning various sectors. Assisted in crafting press releases, media pitches, and contributed to media lists, ensuring accurate and targeted communication.
- Monitored media coverage and performed media scans to track client mentions, industry trends, and competitor activities. This analysis aided in developing comprehensive reports for clients, offering insights into their media presence and public perception.
- Actively participated in brainstorming sessions to generate creative campaign ideas for clients, contributing concepts that were later integrated into successful PR strategies.
- Assisted in the planning and coordination of client events, including press conferences, product launches, and promotional activities. These experiences enhanced my project management and organisational skills, allowing me to witness firsthand the execution of impactful events.
- Supported the development of comprehensive media kits and client presentations, ensuring all materials were polished, accurate, and aligned with the client's branding.

My internship at FTI Consulting was a transformative experience that solidified my passion for the

communication field in general, while also providing me with a strong foundation in public relations practices. I am grateful for the guidance and mentorship I received from my whole team, especially my immediate superior, and I am excited to leverage this knowledge as I embark on my future endeavours in the field of strategic communications.

Education

2016-06 -
2020-02

Bachelor of Strategic Communications: Communications

Multimedia University - Cyberjaya, Selangor

- Dean's List 2nd Semester 2018
- Dean's List 3rd Semester 2019
- Member of Student's Theatre Club 2018-2019
- Member of University Peer's Group 2018

2015-06 -
2016-06

Foundation in English: English Language And Literature

Multimedia University - Cyberjaya, Malaysia

- Dean's List 1st Semester 2015
- Member of Students Union Club

Hobbies

- Music
- Sports
- Volunteering
- Cooking
- Reading
- Video Games