

Priya Aravindarshan

Mobile: +6016-2556986 | Email Address: saravindarshan@gmail.com

PROFESSIONAL SUMMARY

- Marketing & Communications Professional with 7+ years of exceptional experience in industries relating to Healthcare, Automotive, Publishing, Press and Non-Government Organisation(NGO) sectors. Diverse professional exposure in international settings working with international media in Indonesia, Thailand, and the Philippines as well as government-affiliated leaders in ASEAN
- Strong Commercial Acumen with notable successes in Editorial, Social Media Management, Internal Communications, and Engagement. Proven ability to manage and work with large, cross-functional, and multicultural teams in the delivery of multiple concurrent projects
- A persuasive communicator with strong attention to detail and capable of translating engagement and communication challenges into actionable solutions while exhibiting outstanding interpersonal written and verbal communication skills to manage corporate partners, internal and external stakeholders

AREAS OF EXPERTISE

- | | | |
|--|----------------------------|--------------------------|
| • Editorial/Communications | • Events | • Leadership Coaching |
| • Internal & External Stakeholders' Engagement | • Strategic Communications | • Team Player |
| • Social Media Management | • Dedicated & Driven | • Training & Development |
| | • Detail-oriented | |

FRESENIUS MEDICAL CARE MALAYSIA

Jan 2022- Present

Senior Executive, Marketing & Corporate Communications, Branding

Responsibilities:

Products & Events

- Developing and implementing marketing strategies aligns with the need for comprehensive event strategies and plans.
- Coordinating with internal teams and external vendors for smooth event logistics is similar to the performance of developing and implementing marketing strategies involving alignment with global stakeholders and compliance teams.
- Brainstorming and producing literature formats for public outreach and supporting the internal sales team demonstrates your capacity to perform and excel in designing and executing promotional campaigns.
- Carrying out the management of the intranet site with a Content Management System showcases your ability to perform the management of the content calendar for the department.
- Developing and managing internal communication activities, writing, and editing content for various channels aligns with the requirement for excellent written and verbal communication skills.
- Carrying out the management of event budgets, timelines, and deliverables while demonstrating involvement in collaborating with cross-functional units that includes compliance, legal and finance
- Assist and provide support in the areas of creative design required by the business units, tailoring designs to meet their specific needs.
- Demonstrating brand consistency across all events and promotions aligns with your experience in collaborating with cross-functional units to produce communications consistent with the Brand Identity Guide.

Media & Communications

- Develops a Media Strategy for each announcement, launch, or significant media event
- Organizes and manages press interviews
- Writes a variety of communications (e.g., press releases, personal interest stories, newsletters, etc.) for the purpose of keeping the media and public informed of the activities of the company and its close collaboration partners
- Coordinates the completion, printing, and distribution of corporate collateral to selected media representatives

Branding

- To promote internal understanding of the company's brand, its design and style standards, and its communications strategy and goals. This includes maintaining and is not limited to just letterhead, business cards, and other business templates as well as watchdogging the use of our logo on all communications.

Selected Achievements and Career Highlights:

- Achieved 2nd Runner Up of Asia Pacific CEO Awards for Initiating and completing a health campaign of 100 days between employees
- Obtained Go Extra Mile (G.E.M) Award
- Obtained Quarterly Excellence Award
- Completed Digital Marketing Training

DAVITA MALAYSIA HQ

Nov 2019- Dec 2021

Culture, Communications, Training & Development Lead (Malaysia)

Responsibilities:

Culture & Branding:

- Wisdom Leads are the torchbearers of the company's Culture, Mission, and Values
- Oversight of Look & Feel/ Internal Branding
- Support with the implementation of their local Village/Wisdom plans and act as their consultant
- Follow-up and track in-country Village Plans; monthly and quarterly dashboard updates for leadership

Internal Communications:

- Support the Communications team to develop content and provide design inputs for communication, collaterals, and videos created for internal purposes for DaVita International operations
 - Produce write-ups/contents and key messages in line with business goals that are also aligned with the Village's culture
 - Liaise with Creative Services; support the local look and feel in alignment with international strategy and local customs
 - Communicate key ideas to designer for the creation of projects
 - Plan layout and final finished product for print production by coordinating with designer, production team, and

- printer
 - Oversee the budget associated with projects
 - Oversee coordination of final delivery of all internal projects
- Support all local internal communication plans and act as their consultant
- Provide consultation to teammates on DaVita brand identity, campaigns, logo creation, and messaging

Onboarding:

- Work closely with the People Services Team Lead and identify all potential recruitment for the month
- Strategize, develop and implement onboarding programs and training
- Develop, implement, directly coach teams on content and training that focus on the “Why” behind the culture and how it impacts business results and drives employees to do the right thing when it comes to caring for patients, each other, and the world
- Prepare onboarding plan for all new hires
- Connect with all department leaders and schedule for the orientation session
- Deliver “One for All” orientation program to all new hires to educate them on the culture and the values of the company and “what” is expected out of them
- Prepare welcome kits for all new teammates + print ID cards + business cards (only for HQ teammates)
- Stay in touch with the new hirers and their respective buddies to keep track of “what’s going well” and identify “key focus area” at which the new teammate may need support in

Training & Development:

- Assess needs, assist in setting leadership and soft-skills education strategies, set project priorities, manage resources, design and develop training for Village initiatives and ongoing educational needs, and make appropriate decisions that align with and successfully support business strategies
- Coach executive-level and other senior teammates and teams by providing consultation and expert Wisdom, leadership development, and Culture advice and programs
- Create new, innovative programs for teammate culture and leadership training
- Adapt and create program content for local markets
- Supervise and train local faculty; conduct train-the-trainer programs for in-country facilitators on identified DaVita University content
- Ensure apt HRDF submissions followed by approvals, reimbursement, and other processes that deems fit where financial investment and teammates development is concerned

Events:

- Entire learning design cycle, from needs assessment, design, budget & concept approval, development, delivery (includes end-to-end project management of the program or event), and implementation of Wisdom programs, events, and initiatives
- Coach international and country teams on program or event standards, look & feel requirements
- Support international meeting cadence, content design, communications, and delivery
- Program or Event Management responsibilities include but are not limited to:
 - Plan and develop programs, agendas, content, budgets, and event services
 - Partner with the team regarding event look and feel and onsite event arrangements for registration, hotel accommodations, facility management, food and beverage, signage, displays, audio-visual support, travel and transportation logistics, shipping and handling, program materials, special needs, printing, etc.
 - Conduct post-event evaluations, in the spirit of Continuous Improvement
 - Negotiate contracts or serve as on-site contact with service providers and suppliers including hotels, convention centers, vendors, and speakers.
 - Occasionally conduct sight visits and facility inspections.
 - Support Country teams arrange local photo and video production resources
 - Coach regional and country production teams/resources
 - Identify meetings where production resources will be required
- Village Programs:
 - Lead and rollout Village programs to local teammates with all required guidance, communications, and resources
 - Identify Village Program priorities and goals
 - Help implement local country Village Programs
 - Village programs entirely focused on the trilogy care module (caring for patients, teammates, and the world)
 - Closely work with global teams on programs to be rollout to in-country teammates e.g., potential activities from Wisdom/Mercury, Patient Experience Team, and Village Green

Selected Achievements and Career Highlights:

- Significant and high-impact teammate engagement results for 2 consecutive years (2020 and 2021)
- Awarded as Top Performer for the Year for 2020
- Created Business Continuous Plan (BCP) for covid-19 and has been commended by DaVita International Medical experts for being amongst the first international country to have a BCP in place for covid-19
- Successfully rolled out all events and activities with full team spirit and engagement from teammates during a pandemic
- Overall Performance Development Review (PDR) is rated 5/5
- Successful CSR initiatives with the American Malaysian Chamber Of Commerce, MERCY Malaysia, Kechara Soup Kitchen, Rise Against Hunger, and a few to name
- Certified as Train the Trainer
- Certified as Leaders Coach by the British Association for Coaching & LEDA Coaching Systems UK
- Certified as Master Trainer in LEDA Coaching System for Leadership Coaching in the UK

DAVITA MALAYSIA**Jul 2018–Nov 2019*****Analyst, Operations*****Responsibilities:**

- Support efforts and analyze all possibilities to grow the overall company profitability to position the company as a leading dialysis brand through constant improvement of communications and marketing deliverables
- Develop, coordinate and execute marketing activities, such as campaigns and events
- Ensure effective completion and coordination of all PR and Corporate Communications projects
- Produce impactful corporate materials in line with the company guidelines and brand image (e.g., company profile, website, presentations, newsletters, bulletins) and ensure a prompt rollout with credible, informative, and validated content
- Administer all homerooms/town halls and escalation of communications to teammates
- Design strategies to improve patients' growth while minimizing attrition risks
- Establish and nurture good working relations with government payers, private corporate, and stakeholders while also initiating positive teammates engagement internally
- Perform Net Patients Satisfaction survey analysis quarterly and highlight concerned areas, equipped with necessary action to improve the performance
- Collaborate with team members and cross-functional department leaders: Finance (on the budget/KPI), Communications & Compliance (ensure all activities don't contain any defamatory elements)

Selected Achievements and Career Highlights:

- Attained the DaVita Core Value Award Achiever, rewarded within a year of service for the core value of accountability
- Completed Intermediate Microsoft Excel Training
- Attended Digital Media & Compliance Training in International office, London
- Obtained efforts and behavioral recognition cards from People Services Manager & Compliance Manager
- Overall Performance Development Review (PDR) is rated 4/5

BMW FINANCIAL SERVICES GROUP**Nov 2017 – Jun 2018*****Relationship Manager*****Responsibilities:**

- Provide a high-quality buying experience and outstanding customer service to optimize sales for the dealership
- Administer the finance & insurance processes, including the collection & submission of documents
- Leverage unparalleled PR skills to engage all customers, while simultaneously achieving all targets in enhancing relationships between the dealer's Principle, HOD, and sales advisors of BMW

Selected Achievements and Career Highlights:

- All sales records and loan approval with complete disbursement was up to the trajectory mark beyond target

CENTRE FOR INDONESIA-MALAYSIA-THAILAND GROWTH TRIANGLE**Mar 2016 – Oct 2017*****Communications Specialist*****Responsibilities:**

- Coordinate the communications output related to growth triangle projects & conduct an extensive media outreach
- Produce company literature & communication and marketing & promotional materials (print and electronic)
- Copyedit, proofread, revise and deliver communication materials, including press releases, media relations content, case,

newsletters, social media content, and speaking proposals

- Arrange conferences, trade shows, and press interviews and generate quarterly & annual activity reports of sub-regional activities performed by IMT-GT
- Liaise with the members of ASEAN Secretariat on projects & media coordination and foster relations with media, stakeholders, and IMT-GT strategic partners; Asian Development Bank (ADB)

Selected Achievements and Career Highlights:

- Completed Annual Publication records and successfully staged them in the National Libraries of Indonesia, Malaysia, and Thailand
- Emceed 10TH Indonesia- Malaysia- Thailand Growth Triangle (IMT-GT) Summit in Manila, Philippines during ASEAN Summit – and worked alongside international media
- Responsible for preparing keynotes for the former Chief Minister of Melaka for a Green Tech Event hosted by IMT-GT

BLUEDALE MEDIA (M) SDN BHD

Mar 2015 – Feb 2016

Editor

Responsibilities:

- Review the content quality of the magazine to ensure the features are interesting, engaging, informative, and aligned with the topics that cater to Malaysians and foreigners
- Proofread all content before publishing and collaborate with GDs on design layout for magazines to achieve maximum reader interaction

Selected Achievements and Career Highlights:

- Completed write up for more than 15 travel publications

RAKYAT MEDIA INDUSTRIES SDN BHD

Mar 2014 – Feb 2015

Media & Communications Associate

Responsibilities:

- Involved in collaboration projects with government ministries offices
- Publish official directories for the Ministry of Health, Tourism and Culture, Agriculture & Agro-Based Industry
- Liaise with ministries' media & research teams to obtain information to create credible fresh & informative contents
- Interview world business leaders to gain insights on business matters and underlying potentials that would spur economic growth in Malaysia
- Research, interview and write up the content for the directories
- Liaise with the government agency team to obtain timely and fresh brewing

Selected Achievements and Career Highlights:

- Interviewed leaders of the Ministries with the aim to furnish respective projects
- Provided email marketing write-ups and training to sales representatives
- Provided content for a key project under the purview of – Malaysia Tourism Coffee Table Directory

EDUCATION & QUALIFICATIONS

**Ongoing
2012**

Master of Strategic Communications, University Tunku Abdul Rahman
Diploma in Mass Communications (Journalism), Tunku Abdul Rahman College

MISCELLANEOUS INFORMATION

- **Nationality:** Malaysian
- **Languages:** English, Bahasa Malaysia
- **Notice Period:** 3 Months