



SHARIZAL ZAIRYLL

SALES & MARKETING SPECIALIST

PERSONAL SUMMARY

Creative professional with up-to-date training in mass media. Demonstrated expertise in production, marketing communications & promotion strategies. Proven record of effectively managing multiple tasks without compromise to quality.

Marketing Communications is not about the company – it's about the customer.

As Candee Wolf notes, "the best MarCom professionals are those who can think like the customer."

PROFILE:

Sharizal Zairyll Ahmad Khairy

Age: 31 years old

Marital Status: Married

TO CONTACT:

📍 36, Jalan Setia Rimba 1, Setia Eco Glades, Cyber 1, 63000, Cyberjaya

✉️ sharizalzairyll92@gmail.com

📞 +6014 349 8491

EDUCATION

Sekolah Abdullah Munshi, Georgetown Penang
2005 - 2009

Universiti Teknologi Mara (UiTM Alor Gajah, Melaka)
Diploma in Communication and Media | 2010 - 2011

Universiti Teknologi Mara (UiTM Shah Alam)
Bachelor in Mass Communication (Hons) Broadcasting (Minor in Public Relation/ Instructional Communication) | 2012 - 2014

WORK EXPERIENCE

Senior Executive, Sales & Marketing | Digital Marketing Lead
Pantai Hospital Ampang (IHH Healthcare Berhad) | January 2021 to Present

- Develop and oversee digital marketing platforms and engagement.
- Lead content management for social media postings, branding videos, on-ground initiatives & influencer collaborations.
- Plan and execute all web, SEO/SEM, database marketing, email, social media, and digital advertising campaigns.
- Manage consumer engagement by executing promotional activities, on-ground events and activities.
- Designs, builds, and maintains hospital's social media presence and website management.
- Measures and reports of all digital marketing campaigns and assesses against goals (ROI and KPIs)

Senior Executive, Marketing Communications | Business Development & Partnership | Investor Education
Securities Industry Development Corporation (SIDC) | August 2017 to December 2020

- Oversee and execute social media reporting.
- Develop and maintain content calendars for company digital platforms such as website, social media platforms, and digital advertising.
- Develop and execute email marketing effort.
- Responsible to develop and execute Marketing and Communications material.

Creative Marketing & Public Relation Executive
Tune Studios Sdn Bhd (a Tune Group of company) | January 2016 to July 2017

- Develop and execute effective media communications and public relations initiatives to support the Company's communication and marketing strategies.
- Implement marketing initiatives and other A&P efforts (media planning, on ground engagement).

SKILLS

- Organized, detail-oriented and with good administrative skill
- Proven working experience in B2B marketing roles
- Experience monitoring and interfacing directly with customers, creating social campaigns and assets, and managing paid social campaigns
- An excellent understanding of how to use digital marketing in a B2B context

Event Management · Social Media Marketing · Digital Marketing Analytics · Customer Relationship Management (CRM) · Business Development · Social Media · Content Marketing · Digital Marketing · Branded Content · Marketing Communications

Creative Sale & Marketing Executive/Content Branding
Copyright Laureate Sdn Bhd (Pi Mai FM & Ultra FM - currently known as Buletin FM) | January 2015 to December 2015

- Develop and execute marketing strategies for trade marketing in the alignment of marketing efforts with sales.
- Develop annual marketing plans with clear objectives that contribute in driving the organization’s business goals.
- Preparation, recommendation, monitoring control and evaluation of advertising and promotional spend in accordance to the assigned role.

Assistant Producer/ Content Strategist
Primeworks Studios (Media Prima Berhad) | January 2014 to December 2014

- Assist production team in administration work, edit offline and promos.
- Responsible for assisting Producers for recorded programme, live shows or relevant on-ground events.
- Lead creative content management, programme scheduling for TV programme.

REFERENCES

- Samiha Abdul Aziz
Senior Manager Sales & Marketing (PHA) | +6012 323 4154
- Sheemi Mayanti
Head of MarComm (SIDC) | +6017 308 9255
- Hawa Hamid
General Manager Copyright Laureate Sdn Bhd | +6012 205 1705
- Adib Bin Dato' Khalid Jiwa
CEO of Tune Studios Sdn Bhd | adib.khalid@tunestudios.com
- Khairul Anuar Azmi
Producer Primeworks Studios | +017 629 8862