



# LynYanna Jamaludin

Ambitious – Adaptable – Adventurous - Active

## Career Objective

Adaptable professional with 7 years of experience and proven knowledge of print media, brand management, social media management and event management. Aiming to leverage my skills to successfully fill the Marketing Communications (MarComm) role at your company.

## Work Experience

### **Senior Executive Communications Cancer Research Malaysia (CRM)** **June 2022 – Present**

- Draft press releases and speeches for upper management, including the Chief Scientific Officer and Chief Executive Officer.
- Produce bi-monthly newsletters for internal and external distribution.
- Prepare and edit organisational publications, such as stakeholders reports.
- Skillfully manage all public relations tasks, including responding to media inquiries and appointing appropriate spokespersons.
- Respond to media requests, review coverage, and oversee the publication of press releases. Additionally, engage with media, influencers, and arrange story placements.
- Manage the budget for the marketing & communications department.
- Led CRM's first Donor Appreciation Lunch, handling logistics with KLGCC, payments, menu, and dress code.
- Drafted invitation letters, speech guidelines, and created the event agenda.
- Set a successful precedent, assisting others in organizing recent events.
- Led the planning and execution of CRM's first charity musical event, "Get On Your Feet," held on September 23rd and 24th, 2023, at the Universiti Malaya Experimental Theatre.



Jalan C-10 Taman  
Melawati, 53100, KL



011-5652 5072



Yanna.jamaludin  
@gmail.com

## **Skills & Strength**

- Effective writing and communication skills both in English and Bahasa Malaysia.
- Excellent presentation skills, proficient in the use of Word, Excel and Power Point.
- Able to build contacts to maintain a flow of information in the future.
- Skilled at hosting internal events as I was handpicked by former CEO to become the emcee for CVSKL soft launch.
- Open to communicate and express thoughts and beliefs of people from different cultural background and values.
- Able to handle multiple tasks as well as work cooperatively in a team environment.
- Hardworking, enthusiastic, consistent and confident.

- Created a corporate donation package for the booklet program, introduced advertising opportunities, and implemented a streamlined payment process.
- Managed logistics, recruited volunteers, supervised booklet production, and addressed challenges innovatively, enhancing the overall success of the event and garnering positive feedback.

## **Branding & Communications**

### **Cardiac Vascular Sentral Kuala Lumpur (CVSKL)**

**Jan 2017 – Aug 2020**

- Ensured the coordination of marketing communications and executed it accordingly.
- Edited all marketing and customer communications collaterals.
- Supervised social medial platforms; Facebook, Instagram, Twitter, Youtube and Google by strategising the content.
- Came up with writing materials inclusive of press release, speeches, patients testimonials, story pitches and video scripts.
- Secured interviews for the doctors to be featured in TV, radio, magazines and newspapers. The most memorable one was bringing the CVSKL Chairman to meet Tun Dr Mahathir (former Prime Minister) and Tun Dr Siti Hasmah for their birthdays which was featured on Astro Awani.
- Identified opportunities for marketing/PR that could increase hospital's volume.
- Managed the company's video production (Facebook Live and pre-recorded videos), including budget, crew and video direction.
- Managed and built relationships with members of the media, vendors, agencies, government officials and other relevant partners.
- Photographed at in-house events.

## **Referees**

**Name:** Prasanna Raman

**Position:** New Straits Times,  
Former Streets Editor

**Address:** The New Straits Times  
Press (M) Berhad, Balai Berita  
Bangsar, 31Jalan Riong, 59100,  
K.Lumpur

**Contact no:** 012-2959408

## **Content Specialist**

### **Be Strategic**

**June 2015 - January 2016**

- Created and maintained a positive relationship with key members of the media.
- Repackaged pitches and targeted outreach lists for clients such as GOASEAN and Murfest
- Developed and implemented creative ways of keeping the client in the news.
- Scheduled clients appearances at events, photo shoots and interviews.
- Identified appropriate markets for each individual client and ensured that pitches are disseminated in an effective manner.

## **Implementation Executive**

### **Media Prima Digital August**

**2014 - January 2015**

- Managed projects with specific focus on deliverables, tasks and due dates
- Convey timelines, deliverables, risks, delays and impacts to project team members
- Collaborated with vendors to implement enhancements
- Performed independently with minimal supervision and worked with others developing trusting relationships.

## **Reporter**

### **New Straits Times**

**April 2013 - December 2014**

- Wrote for Streets Central, the community section of the newspaper.
- Evaluated news leads and news tips to develop story ideas.
- Attended a variety of events such as launch parties, social events, food reviews and corporate social responsibility programmes.
- Took photographs or shot videos to illustrate stories.



## **Education**

- Diploma in Broadcasting & Film @ Kuala Lumpur Metropolitan University  
(2009 – 2012)
- Sijil Pelajaran Malaysia @ S.M.K Taman Melawati  
(2008)
- Peperiksaan Menengah Rendah @ S.M.K Taman Melawati  
(2006)
- Ujian Peperiksaan Sekolah Rendah @ S.R.K Taman Melawati  
(2003)

## **Internship**

- New Straits Times @ Kuala Lumpur
- General Desk (1 Month)
- Crime Desk (4 Months)
- February – June 2012

