



NUR AKMAR IBRAHIM

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BUKIT JELUTONG, 40150 SHAH ALAM, SELANGOR

PROFESSIONAL SUMMARY

Dedicated Marketing and Brand & Communication Manager with a firm grasp of integrated marketing, corporate & product messaging and branding. A proactive media and marketing communications professional, with a strong work ethic and thirteen years in internal and external communications, content development, and brand and event management. Strength in working with diverse groups to achieve company objectives.

CORE COMPETENCIES

Integrated Marketing
Campaign Management
Brand Positioning
Brand & Marketing Plan
Digital Marketing & Social Media Strategy
Partnership Marketing & Negotiations
Budget Planning
Cost Saving Initiatives
Relationship Management
Event Management
Strategic Planning
Exceptional Attention to Detail
Coaching & Mentoring
Analytical Thinking

SOFTWARE PROFICIENCY

MS Office – Advanced
(Word/Excel/PowerPoint)

MAIN ACHIEVEMENTS

- Led and coordinated the Come Out & Play holistic marketing and brand campaign that contributed to the 21% attendance in Sanrio Hello Kitty Town and Thomas Town, Puteri Harbour in November 2018.
- Established multiple partnerships with local and multinational organizations such as VISA, Celcom, MAXIS, PLUS Malaysia, ASTRO, NTUC Singapore & Maybank Singapore to drive attendance to TAR&H attractions via joint promotions and event collaborations.
- Co-led and implemented KidZania Kuala Lumpur's first food-themed school holiday programme, KidZ vs Food (2016) which exceeded online ticket sales targets by 36%.
- Successfully led and launched KidZania Kuala Lumpur's Learn Life Today brand campaign in 2015.
- Project Manager for KidZania Kuala Lumpur Foundation Day in 2012, officiated by the former Minister of Education, Tan Sri Muhyiddin Yassin. The event was graced by the Mexican Ambassador and other KidZania key representatives from across the globe.
- Liaison between stakeholders, Khazanah Nasional Berhad, UEM Sunrise, IRDA and TAR&H for Iskandar events and promotional activities at Puteri Harbour from 2011 – 2013.
- Instrumental in managing the integrated campaign for the All-New, All-You Maybank2u.com website revamp exercise in 2008.
- Spearheaded MAYBANK Storytelling Competition – Stories for Our Future nationwide tour in 2010.
- Key liaison for the Community Financial Services (CFS) sector for the prestigious Maybank Malaysian Open (MMO) Golf Tournament from 2008 until 2010.

PROFESSIONAL EXPERIENCES

ASSISTANT VICE PRESIDENT, GROUP SALES & MARKETING

THEMED ATTRACTIONS RESORTS & HOTELS SDN. BHD. | PETALING JAYA

01/2011 to 10/2019

- Managed and provided support across multiple portfolios and business units including the award-winning attractions viz. KidZania Kuala Lumpur, KidZania Singapore, Puteri Harbour - Sanrio Hello Kitty Town, Thomas Town & LAT's

LANGUAGE PROFICIENCY

English
Malay

EDUCATION

Universiti Teknologi Mara,
Shah Alam, Selangor

Bachelor's Degree (Hons.)
Communication & Media Studies
(Public Relations)
2007

Diploma in Communication &
Media Studies
2004

Place, Desaru Coast Adventure Waterpark, The Els Club, Desaru Coast & Teluk Datai.

- Liaison between licensors: KidZania Central Government (Mexico), Sanrio Co. Ltd. (Hong Kong) and Mattel Inc. (Hong Kong), TAR&H corporate headquarters, and the corresponding operation units.
- Planned and managed both offline and online communications by designing a multi-pronged and comprehensive marketing strategy that includes PR, traditional media buy, digital performance buy, outdoor and social media.
- Collaborated and managed various team advertising, media and digital agencies, designers and content team on marketing materials, media buy strategy as well as event organizing.
- Reviewed and approved production and printing drafts of promotional, Sales & Marketing materials as well as in-park collaterals to preserve brand integrity, consistency and quality.
- Coordinated with internal business divisions, agency partners and local vendors to guarantee on time, cost-effective delivery of all marketing communications materials.
- Developed and communicated marketing teams' plans and accomplishments to align with objectives.
- Led and collaborated on work across cross-functional teams to effectively execute marketing campaigns and promotional activities aimed at raising attraction awareness.
- Planned and implemented marketing mix activities according to approved brand strategy, including promotional programs, brand awareness, advertising activities as well as launch events.
- Planned and organized activities, details and timelines for the attractions and golf courses events.
- Coordinated with internal and external parties in launching new attractions or organizing partnership announcements to meet company expectations, strategies and goals.
- Monitored brand performance as well as competitors' trend and media expenditure through the reports, provided by the PR, media and creative agencies.
- Managed the overall application of the attractions' trademarking exercise.
- Compared agency and vendor cost against established budgets and monitored and controlled Marketing expenses.

EXECUTIVE, BRANDING AND ADVERTISING & PROMOTION

MALAYAN BANKING BERHAD | MENARA MAYBANK, KUALA LUMPUR

08/2007 to 12/2010

- Successfully co-planned and launched innovative, creative and effective communications campaigns, such as Riang Ria Raya consumer campaign, Cyber Security Awareness Campaign, Maybank2u.com website revamp, Maybank2U.comXModa and Maybank Al-Sayf Structured Islamic Deposit.
- Directed and coordinated marketing activities and policies to promote products and services.
- Reviewed the financial aspects of product development, such as budgets, expenditures and research and development appropriations.
- Worked with Corporate Affairs and Strategic Business Units to build a strong angle for press releases that carry news value.
- Coordinated and instrumental in major corporate events, promotional activities and trade shows, such as Maybank Malaysian Open, Maybank 50th Anniversary Celebration, Maybank's Stories for Our Future Children's

Storytelling Competition, Minggu Saham Amanah and Wealth Management Investment Forums.

- Coordinated with appointed advertising and media agency to market products and services.
- Coordinated trade shows, media buying and planning, sales promotions and direct mail campaigns.
- Developed and edited marketing materials, fact sheets and product collaterals.
- Created effective messaging using language, graphics and marketing collateral.
- Coordinated with internal business divisions, agency partners and local vendors to guarantee on time, cost-effective delivery of all marketing communications materials.

INTERN PUBLIC RELATION OFFICER

MALAYSIA AIRPORTS HOLDINGS BERHAD | SUBANG, SELANGOR

12/2005 to 04/2006

- Co-managed clients, media representatives and Malaysia Airports Holdings Berhad (MAHB) internal stakeholders.
- Assisted press representatives for Low Cost Carrier Terminal (LCCT) KLIA opening ceremony launched by the former Prime Minister.
- Co-edited content for MAHB Annual Report 2005 and Visit Malaysia Year 2007 proposal.
- Co-managed corporate suite guest's registration for Formula 1 Petronas Malaysia Grand Prix 2006.
- Co-organized MAHB events from circulating invites to seating arrangement and VIPs ushering.
- Assisted in IATA MOU Exchange Ceremony at Pan Pacific KLIA.
- Completed a research for academic writing entitled: The Function of Media Relations in Handling Crisis in MAHB

REFERENCES

Available upon request.

Note:

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