

PERSONAL DETAILS

Name: **Mohamed Azhar Bin Mohamed Ramly**
Date of Birth: 2nd March 1981
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Damansara Perdana
Phone: **019-2868799**
Email: **azhar_ramly@outlook.com**
Language: English and Bahasa Malaysia
IT Skills: Microsoft Office Applications, Microsoft Visio, SPSS, Lotus Note, Adobe Photoshop, Freeagent, Macromedia Dreamweaver, UBS Accounting

EDUCATION BACKGROUND

Graduated Nov 2005
Universiti Malaysia Sabah
Bachelor's Degree in International and Offshore Banking
CGPA: 3.40

Graduated April 2001
Kolej Professional Mara
Diploma in Business Studies
CGPA: 2.98

Completed 1998
St John Institution K.L
Sijil Pelajaran Malaysia

PROFESSIONAL EXPERIENCE

January 2017 till present
Nestle Malaysia Berhad
Head of Digital Marketing/CRM
& Brand Management
Malaysia and Singapore

Digital

- Planned and Developed strong and innovative digital marketing strategies, using SEO/SEM, PPC, and marketing database, email, social media and display advertising campaigns to drive traffic to company pages and generate interest in company products and services.
- Formulate strategies and ideas to design, build and maintain company digital asset.
- Analyzed report performance of all digital marketing campaigns, and assess against goals (ROI and KPIs)
- Utilize strong analytical ability to evaluate end-to-end customer experience across digital multiple channels and digital customer touch points
- Build consumer application for value added service for the consumer.
- Developed Digital Technology for a seamless process internally.

CRM

- Planned and delivered CRM strategies across the company encouraging customer retention and customer loyalty.
- Decided on the CRM platform structure and architecture ensuring it works seamlessly across the organisation and captures all required information at key points in the customer life cycle.
- Developed Customer Journey Mapping analyzing touch points with the organization and maximizing commercial opportunities.
- Overseeing direct communications with customers through the CRM

- Working closely with the sales and marketing director to provide guidance on how to maximise current and prospective relationships through the use of the CRM.
- Championing and driving through necessary CRM changes ensuring full buy in from all stakeholders in the business.
- Developing testing strategies for all aspects of the CRM to ensure the most effective approach for the company and its products.

Brand Management

- Owner of Wyeth Adult Nutrition product called Enercal and Maternal Nutrition called Pro MAMA
- Translate brand strategies into brand plans, brand positioning and go-to-market strategies
- Lead creative development and create motivating stimulus to get targeted population to “take action”
- Establish performance specifications, cost and price parameters, market applications and sales estimates
- Measure and report performance of all marketing campaigns, and assess against goals (ROI and KPIs)
- Monitor market trends, research consumer markets and competitors’ activities to identify opportunities and key issues
- Oversee marketing and advertising activities to ensure consistency with product line strategy

Main Project Lead and Accomplishment in Wyeth Nutrition/Nestle Malaysia

- Revamp the whole digital infrastructure in Wyeth Nutrition
- Developed Personalized Consumer Experience for Wyeth consumer
- Developed Consumer Apps
- Successfully Launched Brilliant Strength Finder
- Successfully Launched New Maternal Product called Pro MAMA.
- Successfully developed E-commerce for Wyeth Nutrition.

March 2016 till January 2017

Telekom Malaysia Berhad Solution Marketing Senior Manager

- Manage and align multi-segment marketing initiatives to overall corporate strategy, initiatives, products and programs. Evaluate and adjust strategies to respond to changing and/or competitive markets.
- Identified, evaluated and recommended marketing opportunities consistent with product line and solution objectives. Feed market-based requirements into product management, including competitive analysis, SWOT analysis and opportunity analysis.
- Define, deliver and maintain an annual solutions marketing strategy roadmap that aligns with Telekom Malaysia strategic direction and initiatives.
- Lead the development of specific industry go-to-market strategies, content and messaging with a defined set of Solutions Marketing deliverables.
- Communicate solutions-focused strategies and messaging for defined solutions and markets to regional marketing team to facilitate and guide the regional team’s go-to-market strategies and execution and ensure successful launches
- Advocate solutions marketing benefits and value to all internal stakeholders.
- Drive new product launches, schedules and solutions initiatives starting from the strategic messaging stage of the message development process through the content approval stage.

May 2015 till March 2016
Celcom Axiata Berhad
Brand Manager/Product Owner

- Achieved department goals of establishing Doowit (Mobile Remittance) via strategic key initiatives consistently in line with the company business plan.
- Leading, coordinating and planning the end to end development and launch of new Doowit remittance products, promotions and services for the migrant segment in a timely and efficient manner that will enable the achievement of departmental goals
- Planning and Leading the Go To Market and Go To Distribution of Doowit (Mobile Remittance)
- Ensuring all processes and gates are adhered to and completed prior to and during a program to ensure operational excellence
- Worked with Bank Negara Malaysia to acquire necessary approval and adhering to Bank Negara Guidelines on money services.
- Monitoring product performance to enable future improvements and accountability
- Prepared all product UAT for product launch.
- Prepared all SOP for the Doowit (Mobile Remittance)
- Work across all stakeholders to improve current processes and products and to spur the development of new and better products, service levels and best practices.
- Managed and resolved operational and technical challenges.
- Successfully build up the 380 distribution point for Mobile Remittance across Malaysia in a tight schedule of 6 months
- Trained and mentored 380 dealers as the customer touchpoint for Doowit (Mobile Remittance) product.
- Negotiated and set up strategic business partnership with Sime Darby Plantation, Tabung Haji Plantation, Genting Plantation, Felda, Felcra, SabahMas to use Doowit as their preferred choice of remittance for their foreign migrant worker
- Developed and organized roadshow across Malaysia in Plantations, Shopping Malls and Carnival for user acquisition.
- Successfully acquired active subscriber of 13,341 within 6 months surpassing the actual target of 6,000 subscriber and with monthly profits of RM 32,497 (average)

April 2013 to May 2015
Celcom Axiata Berhad
Specialist Customer Experience Management

- Lead a team of internal consultant team responsible for formulating strategies to provide best-in-class customer experience using market research, competitive analysis, and industrial best practices.
- Lead a team that identifies end-to-end pain points for retail customers via collection of primary and secondary data sources, which are then used to recommend performance metric enhancement
- Lead an initiative that develops strategies to deflect self-serviceable transactions from high-cost to low-cost channels whilst maintaining good customer experience
- Develop strategic direction for customer experience by recommending an appropriate CE GTM framework for all products and services
- Develop criteria, processes, guidelines and checklists for the CE GTM framework
- Manage continuous improvement for the CE GTM process
- Improve and introduce more effective processes and methods through industry knowledge/research of GTM and other related processes and methods

- Consult and provide CE GTM advice to product managers and business units from a CE perspective through a sound understanding of customer events and related experiences throughout the customer life-cycle
- Consult, Develop, Plan & oversee testing session with the business lines on recommended process to ensure CE is well adopted
- Consult, Develop, Plan and oversee Quickfix & Post Mortem (i.e. mystery shopping, telephone interview, pilot group) on the GTM roll out and ensure CE has been infused into end to end process
- Review all CE-related initiatives and provide feedback to the respective initiative owners
- Stay abreast of new and emerging trends on GTM processes and customer experience related topics
- Manage enhancements for end-to-end enterprise product fulfilment and prepare progress report to the top management

Main Project Owned and Lead in Celcom

- In-Store Experience
- E2E Enterprise Experience
- Moments of Truth
- SMS Spam
- Top 10 WOW
- Unboxing Experience
- LTE Go To Market Rollout Experience
- USSD Revamp
- Virtualization
- P3 Assessment
- CE GTM Framework

August 2009 to April 2013 CIMB Investment Bank Berhad Manager Marketing Communications

Responsibilities:

Marketing Communications

- Planned and apply cost effective campaigns to secure maximum return on investment whilst ensuring that costs are kept within the clients Company's AP&P budget.
- Developed communications programs that effectively describe and promote the organization and its products.
- managed the development of marketing materials, including media kits.
- managed the production of branding materials such as calendars, greeting cards, premium items & etc

Public Relations

- Analyzed, improved and ensured effectiveness of existing corporate communications policies, programs and activities to sustain a positive corporate image.
- Assisted in the preparation of presentations and/or speeches geared toward employees and consumers.
- Demonstrate, build and maintain good relationship with business partners i.e.: government agencies, media and communities.
- Drive all media initiatives and events (e.g., speeches, press releases, interview Q&A, newsletters, brochures and conferences, etc) to optimize profile for the Company
- Evaluate, recommend and run sponsorships program for the clients in support the business objectives and brand values

Branding

- Liaised with clients regional branding team to obtain relevant branding & advertising guidelines
- Supervised company image through website, Company brochure and newsletter.
- Assessed all internal and external communications program in line with brand values and the clients corporate strategy

Communications

- In charge of all communications strategies and activities for the Company

Events

- Managed event coordination for events, projects and marketing related assignments including the planning, organizing and controlling of all aspects of events activities internally and externally

Aug 2006 to August 2009**CIMB Investment Bank Berhad****Manager****Corporate Strategies/Mergers and Acquisition****Responsibilities:**

- Researching market conditions and developments
- Devising M&A strategies, identifying sectors and groupings of companies that might be viable business targets for clients
- Conducting investigations into the financial and commercial state of companies subject to a particular transaction
- Carrying out financial modelling, then developing and presenting appropriate financial solutions to clients
- Constructing business 'pitch book' cases and presenting these to clients
- Managing the implementation of a M&A proposition
- Working with corporate finance colleagues to provide advice on capital structure
- Project managing transactions, overseeing the negotiation of terms and developing proposals to raise funds
- Constructing new issue and takeover timetables
- Providing instructions to other colleagues and professionals, such as lawyers and ensuring all the regulatory aspects of a transaction have been considered

Mar 2005 to July 2006**CIMB (M) Bank Berhad****Executive Officer****Fixed Asset and Payment****Responsibilities:**

- Monthly Report to Finance on Provision of Payment for both Capex & Opex
- Preparation of Provision Report for the entire banks payment
- Reconcile weekly the Credit & Debit of payments for the entire Banks payment
- Reconcile Entire Tracking Accounts with GL and Payment collection from the subsidiaries
- On job training and setting internal training module for the clerks
- Plan and prepare Project Paper for the Section. Average of 3 to 5 projects, which have Financial Impact for the Bank.
- Preparation of various reports required by Auditors

Extracurricular Activities

Wilayah Persekutuan Labuan Rugby Association, Malaysia

- State player for Labuan Rugby Team, 2003-2004

Universiti Malaysia Sabah (UMS), Malaysia

- Student Council Universiti Malaysia Sabah (Acting as Diplomatic and Relation Counsel) (2003 – 2004)
- Chief Organizer of International Student Symposium 2003
- Represented UMS Rugby Team in MASUM 2003
- President of the Debate Club 2002

Awards Achieved

Celcom

- Surfer Advocate: Change agent for the company for improving work behavior across division in order to be customer centric brand and to deliver excellent customer experience.
- FROST & SULLIVAN AWARD FOR BEST CUSTOMER EXPERIENCE IN TELECOMMUNICATIONS

REFERENCE

- | | |
|------------------------|----------------------------|
| 1. Zaki Zin | 2. Wong Eu Khan |
| Marketing Director | Business Executive Officer |
| Nestle Malaysia | Nestle Nutrition |
| Wyeth Infant Nutrition | Nestle Malaysia |
| Menara Surian | Menara Surian |
| Kuala Lumpur | Tel: 019-2820025 |
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