

LEONG KIM WENG

Taman Midah, Cheras 56000 Kuala Lumpur
017 39 29 915 | kimweng1980@gmail.com



PROFESSIONAL SUMMARY

Over 15 years' extensive experience in driving wide spectrum corporate communications as well as branding and marketing functions towards strengthening brand image and business reputation. Well versed in the areas of content marketing, event management, internal communication, crisis management, employer branding along with media management. Known as a self-driven and creative professional with sound leadership and people management qualities. Strengths include:

Corporate Communications	Social Media Management	New Product Launches
Public Relations	Branding & Marketing	Employer Branding
Media Management	Content Development	CSR Programs
Crisis Management	Strategic Partnership	Project Management
Internal Communications	Event Management	Change Management



CAREER HIGHLIGHTS

- Played an immense role in securing partnerships with leading media organizations to generate publicity and promotion for an ASEAN level CSR program worth millions of dollars in PR value.
- Instrumental in rolling out a crisis management plan to mitigate the impact and negative reactions from the public on radio announcers sharing political affinity via social media and videos.
- Successfully led end-to-end planning and execution of numerous campaigns to significantly enhance the brand presence of organizations.



PROFESSIONAL EXPERIENCE

Roche Services & Solutions

Dec 2021 – Present

APAC Communication Lead (Contractual)

- Drive end-to-end internal and external communications functions for the entire APAC region towards increasing user awareness and adoption
- Forge collaboration with business divisions and organizational change management in strengthening communication approaches to elevate project awareness to all leaders and employees.
- Manage all communication materials and channels including intranet, monthly newsletter, supplier notices as well as project updates while facilitating monthly engagement sessions.
- Develop effective crisis management plans to mitigate system blackout and unplanned. Downtime including providing training to all suppliers.

BPO industry (Confidential)

Jun 2021 – Dec 2021

People Engagement Specialist Internal & External Communications (Contractual)

- Planned and organized monthly employee engagement activities while conducting employee focus group and new hire surveys.
- Championed the development of quarterly leadership content including impact sourcing and ESG for social media.
- Partnered with the HR team in creating employee stories and adopting best practices to strengthen employer branding.
- Conducted in-depth analysis of employees' reviews on job portals.

Averis Sdn Bhd

Feb 2020 – Feb 2021

Communication Senior Manager (Contractual)

- Spearheaded the planning, design and execution of communication plans to ensure smooth implementation of change management initiatives.
- Rendered comprehensive project management support for multiple work streams covering technology, people, policy and process while integrating change management activities into project plan.
- Carried out formal and informal stakeholder assessments, focus groups and leadership alignment sessions to evaluate and fine tuning the approaches.

**EARLY CAREER HISTORY** -----**Consultant & Project Partner (Contractual), Hey Day Sdn Bhd**

Jan 2019 – Nov 2019

- Planned and managed cosmetics and fragrance fair including event management, advertising and promotions along with exhibitor negotiations and partnerships.

Project Communications Manager (Contractual), Baldwin Boyle Shand, Singapore Jul 2019 – Oct 2019

- Provided media consultancy to clients including media planning, content development as well as media interviews.
- Assisted clients in identifying and securing collaboration with the right partners to maximize market reach.

Communications Specialist (Contractual), Mercedes-Benz Malaysia

Nov 2017 – Dec 2018

- Executed employer branding and employee engagement activities including career fairs participations, employee surveys and testimonial video production as well as marketing collateral design.
- Assisted in the planning of Mercedes-Benz Malaysia's MOU signing with Universiti Malaysia Pahang, execution of the Mercedes-Benz Malaysia's Leadership Summit as well as organization of the Long Service Award Ceremony.

Senior Marketing & Communications Manager, iM4U& iM4Ufm

Aug 2015 – Nov 2017

- Managed a team of 4 in executing online and offline marketing, sponsorship and communications activities including media management, press conferences along with crisis management.
- Planned and delivered an array of local, international as well as signature events involving public figures, partners and media organizations.

Communications Manager, Star Media Group

Jun 2013 – Aug 2015

- Led a team of 2 in planning and executing corporate communications functions encompassing strategic media planning, press outreach, media partnership and affiliation, internal communications along with event management.
- Developed crisis communication strategies including providing training to employees.

Communications Executive, ASTRO All Asia Broadcast Network

Jan 2011 – Aug 2013

- Performed a myriad of media planning activities strategic communications planning, government affairs along with communications programs review and improvement.
- Led the planning and execution of various employee engagement and external events including arranging press conferences.
- Developed and cascaded the Crisis Communication Plan to all employees while providing support to the Emergency Response/Business Continuity Task Team.

Senior Lecturer, International Islamic University Malaysia

May 2007 – Dec 2010

- Lectured an array of subjects for undergraduate programs while conducting research planning and execution as well as student engagement.

**ACADEMIC QUALIFICATIONS***Education*

- **M.A. (English)**, University of Malaya (2010)
- **Diploma in French**, CFILC Paris (2004)
- **B.A. (English)**, University Putra Malaysia (2003)

Certifications

- **Certificate in Digital Marketing**, Open Academy (2019)
- **Certificate in Digital Marketing**, DMC (2018)
- **TESOL**, ELS Malaysia (2005)

Publications

- A Critical Discourse Analysis of News Reports on Domestic Violence in Malaysia Newspapers
- The emergence of medical applications and its implications in healthcare
- Malaysia's radio queens talk about relationships

**LANGUAGES**

English | Malay | Chinese | French