

PALANI MUTHU

INTEGRATED MARKETING COMMUNICATIONS



CONTACT



PAL



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Taman SPPK SEGAMBUT, 51200 KL

PROFILE



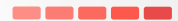
Unify and coordinate all aspects of a company's promotional efforts to deliver a consistent and seamless message to its target audience.

Involves aligning various marketing channels, such as advertising, public relations, social media, content marketing, and more, to ensure they work together harmoniously.

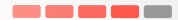
SKILLS



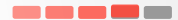
WEB DESIGN



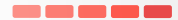
GRAPHIC DESIGN



CMS



VIDEO EDITING



LANGUAGES

ENGLISH



MALAY



TAMIL



EXPERIENCE



2022 [JAN] - PRESENT

PLUS MALAYSIA BERHAD

INTEGRATED MARKETING COMMUNICATIONS

Lead the development and implementation of integrated media & connections plan for both tactical and festive campaigns across all customer touch points including traditional and non-traditional mediums.

2013 - 2020 [AUG]

TOUCH 'N GO SDN BHD

HEAD, DIGITAL MARKETING & SOCIAL MEDIA

Managing all aspects on TNG Digital Marketing operations in supporting other departments such as Sales team. It's also to help grow our TNG brand's locally while increasing brand loyalty and awareness.

EDUCATION

2023

COMFORI SDN BHD

CERTIFIED IN TRAIN THE TRAINER PROGRAM

2006 - 2009

UNIVERSITY PUTRA MALAYSIA

BACHELOR BUSINESS ADMINISTRATIONS

MAJORED IN MARKETING

1999 - 2005

SEK. MEN. KEB. SEGAMBUT JAYA

SPM, STPM



PILOTING DRONE,
SWIMMING,
FUTSAL, GAMING



HOBBIES



PALANI MUTHU PACHIAPPAN

INTEGRATED MARKETING & COMMUNICATION (IMC)

Unify and coordinate all aspects of a company's promotional efforts to deliver a consistent and seamless message to its target audience.

Involves **aligning various marketing channels**, such as advertising, public relations, social media, content marketing, and more, to ensure they work together harmoniously.

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SKILL

Web design

Graphic design

Video editing

Web Development

Live Streaming

Negotiations

SOFTWARE

Photoshop

Illustrator

CMS

Vegas Pro

HOBBIES

PILOTING DRONE, SWIMMING,
FUTSAL, GAMING

PERSONAL INFORMATIONS

PAL'S PROFILE

Experienced in **develop and implement of integrated media & connections plan** for both tactical and campaigns across all customer touch points including traditional and non-traditional mediums: TV/- Film, OOH, Radio, Digital, Social media.

Plan and launch compelling integrated marketing campaigns calendar that drive customer acquisition and product/ service awareness in coordination with customer experience, brand specialist, customer loyalty & more.

Identify suitable media touch-points and channels that should be used for marketing campaign to attract and retain customers, increase brand recognition, and maintain customer satisfaction and loyalty prioritizing Owned & Earned followed by Shared & Paid media platforms.

WORK EXPERIENCE

2022 [JAN]- PRESENT PLUS MALAYSIA BERHAD INTERGRATED MARKETING & COMMUNICATIONS

Lead the development and implementation of integrated media & connections plan for both tactical and festive campaigns across all customer touch points including traditional and non-traditional mediums: TV/Film, OOH, Radio, Digital, Social media. Partners in all integrated marketing campaigns, programs and initiatives to ensure value added to product and services.

CAMPAIGN MANAGEMENT

Lead the implementation of on-ground brand activation & Integrated Marketing Campaign together with partners and stakeholders to deliver better service and product offerings enhancing customer engagement and value proposition.

Establish and maintain win-win partnership with business partner in all integrated marketing campaigns, programs and initiatives to ensure value added to product and services. Maintain healthy relationships with key stakeholders in the relevant sectors e.g. media owners & advertising industry.



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FUTSAL, GAMING

Identify and analyse gaps and action plans to course-correct throughout a campaign to optimise the program performance.

Monitor the ROI of each campaign through proper measurement for online and offline to evaluate the effectiveness of the campaign as well as overall effectiveness for the year vs. target KPIs.

Co-lead all marketing communications metrics & measurements with Head of IMC and work closely with customer intelligence team for all campaign ad hoc analyses, which includes goal-setting, response tracking and post campaign reporting

Lead media Agency on Roster (AOR) management for all day-to-day tasks and support Head of IMC and Head of Marketing on all other media agency management matters.

CONNECTION PLANNING

Develop campaign kick-off presentations that includes objectives, marketing plans, strategy, detailed matrices by channel and campaign timeline to stakeholders and creative team.

Lead media Agency on Roster (AOR) management for all day-to-day tasks and support Head of IMC and Head of Marketing on all other media agency management matters.

Comprehensively understanding the demographics, Interest, behaviors, and preferences of the target audience.

Identify the most suitable media channels to reach the target audience. This includes traditional channels like TV, radio, and print, as well as digital platforms such as social media, search engines, and websites.

Evaluating the performance of previous campaigns, market research, and real-time data to optimize ongoing campaigns.

Work with creative teams to develop content and creative materials that align with the chosen media channels and resonate with the target audience.

Maximizing owned channels for marketing and communication is a strategic approach that leverages platforms and assets that a company has direct control over.

META ADVERTISING SERVICES

Proficiently devising targeted ad strategies on meta platforms, optimizing campaigns for ROI, and managing budgets effectively.

Utilizing meta ad platforms, analyzing metrics to drive optimization, and interpreting data to enhance ad performance.

Precise audience segmentation, adhering to ad policies, and generating comprehensive reports for campaign performance.



KEY ACHIEVEMENTS IN PLUS

Coordination of RFID Usage Campaign (Hari Hari RFID)

Surpassing the RFID penetration target with a remarkable uplift of +26.5% in the average number of daily RFID transactions. Notably, this campaign triggered sustained RFID ADT (average daily transactions) growth even after campaign ended.

Pioneered In-House Meta Ad Buy Leading to Brand Reach.

Strategize the in-house direct buy of Meta ads for PLUS, resulting in a significant increase in brand reach and fostering greater downloads of the PLUS app with lower cost per Reach.

Communication Coordination for Government Initiatives Menu Rahmah in PLUS RSA.

Played a pivotal role in assisting and coordinating on-ground communication plans across all participating RSA locations for government initiatives like Menu Rahmah, ensuring effective dissemination of information and engagement with the targeted audience.

Engagement Session with R&R Business Partners during Ramadan with Chief Commercial Officer (CCO).

Provided comprehensive updates on marketing initiatives specifically designed to boost RSA sales during this critical period, fostering alignment, and enhancing partnerships for mutual success.

Driving Cashless Adoption at RSA

Strategized promotional initiatives to boost cashless adoption within RSA, devising effective campaigns to encourage and enhance the transition toward cashless transactions.

Plan, manage and coordinate Customer-Centric Culture via GIFT Program.

Effectively cultivating a customer-first culture among Warga PLUS (PLUS community). Leveraged owned platforms like digital screens and social buzz channels, alongside comprehensive training sessions for Section offices in Southern, Northern regions, and HQ.

Revamped Social Media Sentiment via RFID Testimonial Video Shoot.

Coordinated a successful customer testimonial video shoot focused on RFID, effectively shifting social media sentiment from predominantly negative to a more balanced and positive/neutral outlook.

End-to-End Management of Festival Campaigns

Led the planning and execution of diverse festival campaigns, including Chinese New Year, Ramadan Raya, Raya Haji, Deepavali, and Christmas/New Year. Successfully orchestrated these campaigns, contributing to heightened brand visibility and increased engagement during key cultural festivities.

Certified in Train the Trainer Program.

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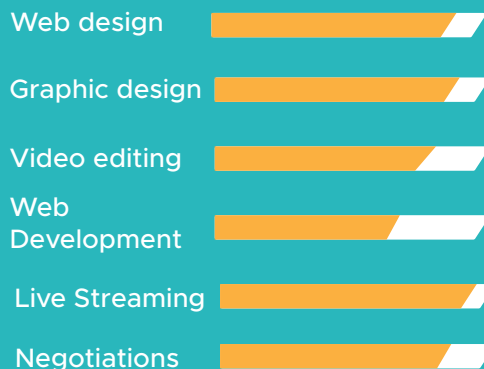


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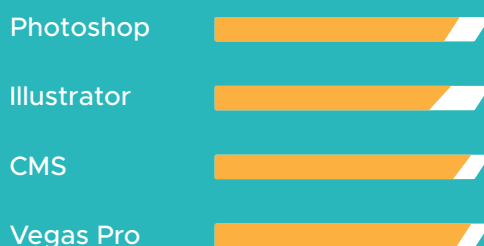


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SKILL



SOFTWARE



HOBBIES

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FUTSAL, GAMING



WORK EXPERIENCE

2020 [SEPT]- 2021 [DEC] MEDIA CONSORTIUM CORPORATION DIGITAL PERFORMANCE LEAD

Primarily responsible for management of digital accounts and diversifying the channel mix using paid social channels. Focuses on campaign-specific results and drives the commercial performance.

OPTIMIZATION CAMPAIGN

Drive campaigns from planning to execution and beyond to meet key performance metrics.

Constantly optimize marketing activities to improve return on investment.

Allocate budgets and analyze and recommend modifications to ad spends.

Collaborate with marketing teams to guide A/B creative tests, incrementality tests, and spend scaling tests on campaigns online and offline to identify what works best.

Optimize marketing budgets to maximize Cost per Acquisition (CPA) and efficiently scale new customers

Understanding the needs of our client and what they want from us.

Delivering on those requirements and providing adequate responses to their queries.

DIGITAL CLIENT MANAGEMENT

Cultivated and nurtured strong relationships with digital clients, emphasizing trust, clear communication, and understanding their unique business needs and objectives.

Conducted thorough performance evaluations, providing clients with detailed insights into campaign metrics, and offering data-driven recommendations for optimization.

Offered personalized solutions and services to address client-specific challenges, demonstrating flexibility and adaptability in meeting evolving digital requirements.

Identified opportunities for upselling additional services or expanding digital offerings, contributing to client growth and fostering long-term partnerships.

Some client credentials: The Hour Glass | Hublot | Cotra [Marigold HL. Vitagen] Creative Lab, Bursa Malaysia and more.

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HEAD, DIGITAL MARKETING & SOCIAL MEDIA

Managing all aspects on TNG Digital Marketing operations in supporting other departments such as Sales team. It's also to help grow our TNG brand's locally while increasing brand loyalty and awareness. This include teamwork, planning, implementing and monitoring our digital & offline marketing.

DIGITAL MARKETING & SOCIAL MEDIA

Plan and monitor ongoing company presence on social media (Facebook, Twitter & Instagram) & Google business.

Suggesting the best tools to publish content for higher reach audience.

Create an ads for all important posting with specific audience to create traffic/post engagement via Facebook, Google ads & Instagram

Identify trends and insights, brainstorm new and creative growth strategies.

Collaboration with internal stakeholders to further enhance the brand's presence and cater to the target market, with strong analytical ability to evaluate end-to-end customer experience across multiple channels and customer touch points.

Create a business page and apply for credit line from Facebook – Monthly invoicing.

Keep up to date on the latest tool and information on reaching customer efficiently.

Set up a Business whatsapp for Customer service - moving online.

Create a weekly & monthly report on the insights performance of each postings ads.

E-COMMERCE PLATFORM SALES CHANNEL

Elevate the norm offline sales to online sales platform in 2017

Initiate collaboration with LAZADA in 2017 to place Touch 'n Go Sdn Bhd products such as SmartTag, cards and Touch 'n Go watch.

Negotiate an exclusive deal by placing TNG products without paying any commission fee to Lazada (except 2% gateway fee).

Create and setting up Lazada store.

Awarded as the best-selling Product "SmartTag" consecutive for 3 months and featured product in Lazada main page

Expand sales in Shopee platform in 2020 for RFID Tag sales.

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OFFLINE MARKETING

Provide the needs and requirement from the business units BU on specific awareness on sites.

Develop awareness for customer and implement suitable POSMs on sites with creative & innovation than norm materials.

Monitoring budgets and with cost saving produce suitable POSMs.

Secure 2 advertising billboard along NPE & LKSA highway for Touch 'n Go Sdn bhd by saving 1.2Mil in 2016 and 2.3Mil in 2017 with additional of 14 KTM in-train advertising panel.

Managing Stakeholders, partners to coordinate brand awareness and jointly marketing efforts & Actively engage / collaborate with Partners to execute promotional events and campaigns such as eTika, F&N, Dunkin donuts & many more.

Create and effectively executed marketing plan for 26 highway in Malaysia.

Support sales staff by providing the market trends information's and TNG brandbook.

Managed to almost 30 events in Touch 'n Go Sdn Bhd.

WEBSITE MANAGEMENT

Publishing content to TNG official website using CMS. Ensure the correct content and specifications.

Working closely with other department to ensure the information publish in website are up to date.

Ensure all content publish/info are BNM comply. Providing sufficient of 21 days notice for public before making any changes such as operation hours / terms in website. Full compliance with all other regulations.

Prompt response without delay in updating any urgent notices, terms & conditions, faq &etc.

Create report on website traffic and unique visitor monthly.

Conduct content audits to eliminate redundant or duplicate information's.

Improvise User experience via changing a better sitemap.

Check timely that the website aligns with brand strategy and meets organizations standards.

Monitor other stakeholder's website for industry best practice.

Create Google analytics for website tracking for each page sections.



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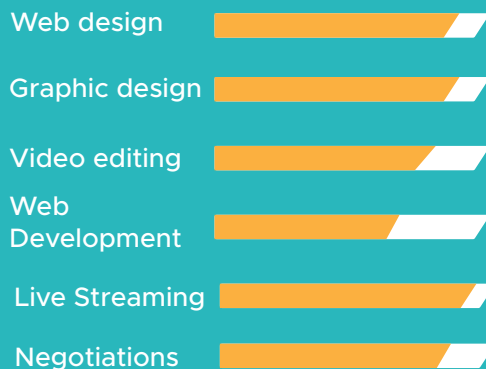


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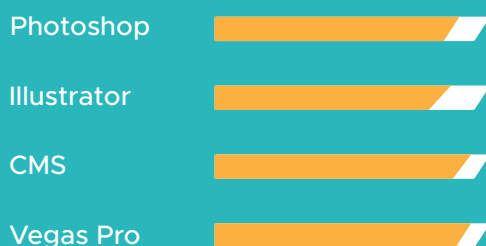


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WORK EXPERIENCE

2010 - 2013 **Sharma Management International**
Business Development Manager

Being the initial point of contact for prospective clients seeking information about Sharma Management International's products and services. Establishing a robust sales platform aimed at fostering business growth by providing comprehensive details and ensuring a positive client experience.

Conducted thorough Training Needs Analysis (TNA) to identify gaps in skills or knowledge within corporate organizations.

Provided tailored training sessions and consultative guidance based on TNA findings, enhancing their proficiency and addressing specific developmental needs.

Actively sought new business opportunities by initiating meetings with potential clients, leveraging networking to expand clientele and forge new relationships.

Effectively conveyed new product developments to prospective clients, articulating technological advancements aligned with their business needs.

Oversaw the development of impactful marketing literature, ensuring alignment with branding strategies and emphasizing key value propositions for client engagement.

Provided crucial market insights to management, offering comprehensive feedback on client needs and market trends to guide strategic decision-making.

2006 - 2010 **RCE Marketing Sdn Bhd**
Data Analyst

Managing Financial Reporting Standard (FRS) for collection sector.

Analyze, create funnel on possible demographic audience which required the financial services.

Furnish data and create monthly report for expand the demographic

EDUCATION

2006 - 2009 **University Putra Malaysia**
Bachelor Business Administration B.B.A
Majored in Marketing

1999 - 2005 **Sek. Men. Keb. Taman Segambut Jaya - STPM**



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FUTSAL, GAMING

PERSONAL ATTRIBUTES

Displays a quick learning curve, readily embracing new tasks and roles.

Innovates and devises creative solutions for complex problems and unique scenarios.

Welcomes input and suggestions openly, fostering an environment of receptiveness.

Maintains high work standards and self-motivation despite setbacks or rejections.

Effectively leads and motivates others, encouraging improved performance and process efficiency.

Radiates an approachable, outgoing demeanor, passionately committed to continual learning.

Consistently demonstrates accountability and perseverance across all endeavors.

Meticulously follows up and documents all communications for thoroughness.

Excels under pressure, adeptly managing multiple tasks to meet strict deadlines.

Adapts seamlessly to working independently or collaboratively in team settings.

Possesses outstanding communication skills, engaging effectively with individuals across various levels.

REFERENCE

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TOUCH 'N GO SDN BHD
HEAD OF PR & COMMUNICATIONS