

# JONATHAN MAH

Brand & Marketing Professional

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## ABOUT

An accomplished marketing leader with over 12 years of experience across the telecommunications, consumer technology, and fintech sectors. Renowned for consistently delivering results through successful brand and marketing communications campaigns. My versatile skill set encompasses brand management, media relations, campaign orchestration, and customer communications. Additionally, I bring extensive expertise in product marketing, customer lifecycle management, and customer retention strategies, further bolstering my reputation as a well-rounded marketing professional. I have also excelled in stakeholder management, content marketing, employer branding, and strategic brand development

## EXPERIENCE

### Feb 2023 - Present

Telekom Malaysia  
Kuala Lumpur, Malaysia

### HEAD OF UNIFI BASE MARKETING

As the Head of Base Marketing at Telekom Malaysia, I am accountable for driving the full funnel marcomms to position mobile, broadband, TV, and digital solutions for Unifi's base of consumer and SME segments. My responsibilities include crafting and executing brand marketing & communication campaigns to promote Unifi's diverse range of connected solutions. Additional responsibilities include working closely with our customer lifecycle marketing, analytics and martech teams to determine Unifi's direct marketing strategy and ensuring that the direct communications deliver on the brand's tone of voice

### Dec 2021 - Feb 2023

Setel  
Kuala Lumpur, Malaysia

### HEAD OF PR, COMMUNICATIONS & BRAND STRATEGY

As the lead for all brand and communications initiatives. I led the team in the development and execution of marketing strategies for Setel, a mobile payments platform with over 4 million users. I oversaw the launch of several use cases, including Setel Express, PETRONAS Shop, One-Tap refueling, Street & QR parking, motor insurance & roadtax renewals, street side motor assistance, and open e-wallet propositions.

I was responsible for all above-the-line (ATL) & Below-the line (BTL) marketing. on-ground activations, pubic roadshows. public relations (PR), social media initiative (including content creation, community management, and influencer marketing).

### Dec 2019 -Dec 2021

PETRONAS  
Kuala Lumpur, Malaysia

### BRAND & COMMUNICATIONS LEAD (ROVR)

As Head of Brand and Communications at ROVR, I led the development and execution of all marketing communications initiatives. These initiatives resulted in increased brand awareness, customer acquisition, and retention. The initiatives included above-the-line (ATL) and below-the-line (BTL) marketing, on-ground activations, such as product demonstrations and sampling events, public relations (PR), and social media initiatives (including content creation, community management, and influencer marketing).

### Feb 2019 -Dec 2019

Signify  
Shah Alam, Malaysia

### PRODUCT MARKETING MANAGER

Led product/brand marketing strategy and offering portfolio for all consumer conventional and smart lighting products in Malaysia at Signify. Increased brand awareness and sales by developing and implementing marketing plans, working with product development teams, and ensuring competitive pricing and market positioning.

● Jul 2013 -Jan 2019

Maxis  
Kuala Lumpur, Malaysia

● Feb 2012 -Jun 2013

Axiata Group  
Kuala Lumpur, Malaysia

● Oct 2010 -Jan 2012

Celcom Axiata  
Kuala Lumpur, Malaysia

**PRODUCT MARKETING MANAGER**

As the Product Marketing lead for the prepaid segment at the largest mobile operator in Malaysia, I drove new product development (NPD) for mobile device propositions and tourist segments for the prepaid segment. I developed and executed marketing initiatives that contributed to all elements of the customer lifecycle, including acquisition, retention, upsell, cross-sell, migration, loyalty, and customer engagement.

I also drove ATL, BTL, on-ground, digital, and social media execution of brand and marketing initiatives with relevant stakeholders across all brand channels.

**TEAM LEAD - BRAND & COMMUNICATIONS**

As the Brand and Communications Lead at Axiata Foundation, the philanthropic arm of a prominent Asian telecommunications conglomerate, I led a team responsible for managing communication strategies through diverse channels. This included Above-the-Line (ATL), Below-the-Line (BTL), digital/social media, and on-ground events, all aimed at effectively highlighting and promoting Axiata Group's CSR (Corporate Social Responsibility) initiatives.

Furthermore, I successfully oversaw media relations and engaged with external stakeholders to foster positive relationships and create meaningful impacts among key stakeholders.

**ASSOCIATE BRAND MANAGER**

As a Management Associate in the Postpaid marketing team at Celcom, Malaysia's second-largest mobile operator, I actively contributed to the successful execution of customer acquisition, base marketing, and churn prevention campaigns. My role encompassed overseeing the implementation of brand and marketing strategies through diverse channels such as Above-the-Line (ATL), Below-the-Line (BTL), on-ground activations, and digital/social media platforms. I collaborated closely with both internal and external stakeholders to ensure the efficient and impactful implementation of these initiatives.

## EDUCATION

● 2009 - 2010

**MSC CORPORATE BRAND MANAGEMENT**  
Brunel University  
London, United Kingdom

● 2006 - 2009

**BA (HONS) MASS COMMUNICATION**  
UCSI University  
Kuala Lumpur, Malaysia

## SKILLS

- Marketing Communications
  - Media Relations
  - Brand Strategy
  - Corporate Brand Management
  - Reputation Management
- Internal Communications Strategies
  - Digital & Social Media Marketing
  - Customer Analytics
  - Corporate Rebranding Strategies

## LANGUAGES

### English

READING	● ● ● ● ●	Fluent (Native)
WRITTEN	● ● ● ● ●	Fluent (Native)
SPOKEN	● ● ● ● ●	Fluent (Native)

### MALAY

READING	● ● ● ● ●	Fluent
WRITTEN	● ● ● ● ●	Fluent
SPOKEN	● ● ● ● ●	Fluent