



Get in touch!

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NOR SUZILAWATI BINTI IDRIS

Personal Strengths

- 10 years experience in Marketing and Communications
- Result oriented and self-managed
- A fast learner, high motivated and dynamic
- Possess excellent interpersonal, communication and time management
- Proactive and always seek room for improvement
- A good team player and able to work with minimum supervision
- Easy to adapt to changes and have strong leadership
- A good team leader and coordinator

Area of Work Experience

- Advertising and Promotion (Above The Line and Below The Line) Development
 - Branding Campaign for Local and International market
 - Internal Campaign
 - Promotional Material and Educational Material
- Media Planning & Buying
- Event Management
- Social Media Management and Publicity

Academic History

Degree

Bachelor in Nursing

University: Northumbria University in collaboration with Malaysia Allied Health Science Academy (MAHSA), Malaysia

Year : 2009 -2010

Diploma

Diploma in Nursing

University: Tun Tan Cheng Lock, College of Nursing, Assunta Hospital, Petaling Jaya, Selangor

Year : 2004 - 2007

Service Vitae

Almost 10 years experience in Marketing and Communications

Full Registration with Lembaga Jururawat Malaysia
Registration Number : 65566
Registration Date : 13.08.2007

CURRENT SERVICE

Service Status : Permanent

Languages Spoken

Proficient in Bahasa Malaysia & English

Work Experience

November 2011 till current

Corporate Communications Department

Assistant Manager (2018 till current)

- Planning and Development of Branding Campaigns for International and Local, Internal Campaigns, New Educational Material.
- Planning and Development of Promotional Material and Social Media Campaign for Indonesia, especially Sumatera Market.
- Planning and Execute Promotional and Advertising activities (including Media Buy, Events, Roadshows and Health Talk).
- Managing Advertising and Promotion Budget.
- Contact liaison for advertising agencies for the development of marketing collateral, promotional material, creative and design work
- Work closely with Medical Tourism & Marketing Department for a marketing plan, medical tourism and exploring new market
- Work closely with other functional areas in promoting their services and packages
- Involving in New Development of IJN Uniform, IJN Amenities (admission kit), IJN First Pharmacy Stationary.
- Recommend ideas and suggestions for Corporate Communications process improvement for inter and intra departments to the superior

Achievement

- Execution of New Branding Campaign for Local & International Market - "Go to IJN" campaign which gave the specifically crafted message to generate a strong Call to Action, compelling our audience to promptly visit IJN.
- Execution of New Branding campaign for IJN - MHX Expo with "IJN Trusted Globally", which this campaign gave message that IJN is the trusted hospital for cardiac and cardiac-related treatments.
- Execution of Branding for Sumatera Market with the "Feel Like Home" campaign, which this campaign given the message that IJN will give you and your family the care and comfort feeling when you seek treatment in IJN.
- Execution of Branding Campaign for Locals with a "Combination of Years of Experience" campaign, which gives the message that IJN has more than 250 years of experience and expertise in treating heart patients.
- Execution of IJN 30TH Years Anniversary Campaign.
- Completion of development new Sales Material Collateral for another related department for their services and packages.
- Successfully managed Corporate Events (ie: Corporate Open House Raya for Corporate & Staff, World Heart Day Mall Exhibition).
- Successfully organised Press Conferences and Media Coverage for Local and International.
- Completion of Public Service Announcements and Education Material for staff, patients and the public on the COVID-19 pandemic.

Senior Executive (2016 to 2018)

- Planning and Development of Branding Campaign for Local, Internal Campaign, New Educational and Promotional Material.
- Planning and Execute Promotional and Advertising activities (including Media Buy, Events, Roadshows and Health Talk).
- Managing Advertising and Promotion Budget.
- Execution of IJN Branding Campaign "I Trust IJN".
- Contact liaison for advertising agencies for the development of marketing collateral, promotional material, creative and design work.
- Work closely with Medical Tourism & Marketing Department for the marketing plan, medical tourism and exploring new market, especially Indonesia Market.
- Contact liaison for Government Agencies and Corporate Companies.
- Successfully managed Corporate Events (ie: Corporate Open House Raya for Corporate & Staff, Cycling Event, World Heart Day Mall Exhibition).
- Successfully organised Press Conferences and Media Coverage for Local and International.
- Handling and Arranging Corporate Visits.

Achievement

- Execution of IJN Branding Campaign "MORE Concept".
- Successfully managed event for IJN 25th Anniversary Dinner attended by Prime Minister, Minister and Corporate Clients.
- Successfully managed the event for IJN Run For Your Heart that involved 8000 participant.
- Successfully managed Corporate Events (ie: Corporate Open House Raya, Majlis Berbuka Puasa, Corporate Cycling).
- Press Conference and Media Coverage for Local.
- Execution of Marketing Collateral for the International Market, especially the Indonesia Market.
- Completion of Annual Report for IJN.

Work Experience

Executive (2011 to 2016)

- Person in charge of IJN Mobile Unit (Ambulance) and Corporate Social Responsible Activities.
- Public Relations: Liaison Officer for Media, Writing Speeches, Emcee Scripts, Media Releases and Notes to Editor.
- Assisting in Event Management, Exhibition, Roadshow and Health Talk.
- Managing CSR budget and Sponsorship Budget.
- Contact liaison for Government Agencies and Corporate Companies.
- Handling and Arranging Corporate Visit and Student Visit.

Achievement:

- Exclusive Media Coverage for every CSR activity.
- Develop New Content and Material for Patient Education.
- Completion of IJN Newsletter & IJN Recipe Book.

2007 till 2011

Nursing Department

- Carried-out Nursing duties as a Staff Nurse

Current and Expected Salary

- Current Salary : RM 5800
- Expected Salary : RM 9500 (negotiable)

References

Puan Ainalida Mohamad Jamil
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References

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