

# MOHD ASYRAF RUSMIZAM

## Marketing | Communication | Branding

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### PROFESSIONAL SUMMARY

As an accomplished digital marketing professional, I specialize in planning and executing comprehensive campaigns, covering SEO/SEM, marketing database management, email marketing, and impactful social media strategies. I excel in measuring and reporting campaign performance against ROI and KPIs, steering efforts toward optimal outcomes.

With a creative and growth-focused mindset, I actively identify trends, lead experiments, and collaborate seamlessly with internal teams to enhance user experiences. Proficient in analysing customer journeys, I ensure a seamless experience across touchpoints. I bring a collaborative approach to working with external agencies, evaluating emerging technologies, and providing thought leadership for the adoption of innovative strategies. My commitment is rooted in staying ahead of industry developments and implementing impactful digital marketing solutions.

#### SYSTEMS

- WordPress
- Adobe Creative Cloud
- Canva
- Microsoft Office 365

#### SKILLS

- Technical writing
- Content marketing
- Lead nurturing
- UX Design
- SEO & SEM
- GA4 & Google Ads
- English Linguistics

#### COMPETENCIES

- Communication
- Analytical
- Relationship management
- Creative problem solver
- Team management

### ACHIEVEMENTS

- **51% (154,546) Total Active Users Traffic Increase to the website, 15% (33,689) Organic Search Increase, (93,173) Paid Search increase and 24% (71,749) Engaged Sessions Increase in YoY FY23/FY22 (Prince Court Medical Centre)**
- **24,288 Total Appointments made on the website in FY23, 21% increased (4,191) from FY22 (20,097) (Prince Court Medical Centre)**
- **21.55% increase YoY FY23/FY22 in social media fanbase (Prince Court Medical Centre)**
- **Won the Medical Tourism Hospital of the Year at 2023 Healthcare Asia Awards (Prince Court Medical Centre)**  
Played a key role in digital collaterals and brand awareness with the International Marketing team
- **Created winning pitch for large stakeholder engagement (Prince Court Medical Centre)**  
Secured the title of *Official Healthcare Partner for the National Human Capital Conference and Exhibition by HRDCorp in 2023* – exposing and elevating the Prince Court brand to more than 10,000 national and regional stakeholders affiliated with the event.
- **Represented the Council as the Rapporteur for the International AIDS Society (Malaysian AIDS Council)**  
Worked in a team of three with a WHO consultant and a public health professor from the University of Malaya as fellow rapporteurs

## WORK EXPERIENCE

**Digital Marketer, Sales and Marketing** Prince Court Medical Centre, IHH Healthcare (*October 2022 – Present*)

- Corporate digital marketing and brand management.
- Responsible to promote the 'Prince Court' brand in a manner that enables Prince Court Medical Centre to obtain a positive and maximum public mileage as a premier hospital.
- Networking and relationship-building.
- Foster and sustain effective working relationships and rapport with the government authorities, business and management institutions, national and key industry players and service providers to keep abreast with latest development to capture new business opportunities.
- Skills: Analytical Skills · Presentations · Insurance · Account Management · Continuing Medical Education (CME) · Digital Marketing · International Branding

**Coordinator, Digital Marketing, Program Division** Malaysian AIDS Council, the Global Fund & MOH (*July 2019 – September 2022*)

- Lead in-house digital marketing for content, partnerships, influencer marketing, and events.
- Organize projects with partners to boost brand awareness on digital platforms.
- Cultivate relationships with healthcare professionals, celebrities, and influencers.
- Develop marketing strategies for the Malaysian AIDS Council.
- Use social media and Google analytics for campaign optimization.
- Act as the Council's spokesperson for external communication and PR.
- Spearhead brand management, engaging with media partners and stakeholders.
- Author Annual Reports and media statements.
- Conduct impactful branding events with key stakeholders.

**International Delegates Acquisition**, Marcus Evans (*January 2019 – June 2019*)

International Delegates Acquisition, Marcus Evans Group (January 2019 – June 2019)

- Prospect and generate extensive leads on a daily basis from LinkedIn and other platforms to conduct outbound calls to potential clients.
- Ensure a good grasp of both product and market knowledge.
- Engage in impactful conversations with C-suites executives in a B2B environment.
- Works across a broad range of products, covering all industries and geographical markets.
- Strategic prospecting
- Client growth
- International tele sales
- Great exposure to various industries such as Manufacturing, Financial & Insurance Activities, Healthcare, Information and Technology.

## EDUCATION & QUALIFICATIONS

**Bachelor of Languages and Linguistics (English)**, Universiti Malaya (2018)

Developed a solid foundation in utilising linguistics skills and the power of language, critical thinking and strategies to drive organisational growth and performance.

**Social media and digital marketing courses, HRDF, MDEC, Coursera, & Google (2022)**

Gained specialist Search Engine Optimisation (SEO) and GA4 expertise.

## REFERENCES

References available upon request.