

Hello..

I am Hafiz Roslan, extending a warm greeting to you

Dear Hiring Manager,

I am writing to express my interest in the visual communication (creative team) position within your organisation. With over 7 years of experience in the industry and a deep passion for visual communication, I am confident in my ability to contribute to the dynamic and creative environment in your organisation.

Throughout my career, I have been dedicated to producing compelling creative assets for organisation, industry players, and stakeholders. My experience spans a range of projects, from branding campaigns, digital content, print materials and more that have consistently met and exceeded the expectations of brief, clients and collaborators. I am excited about the prospect of bringing my skills in visual communication (creative team) to a team in your organisation that can values creativity and strategic thinking.

Enclosed is my resume, providing a comprehensive overview of my experience and my portfolio. I am eager to discuss how my expertise aligns with the needs of your organisation and how I can contribute to the organisation success.

I am available at your earliest convenience for an interview and can be reached at [+6019-3779525](tel:+6019-3779525) or hafizroslan.my@gmail.com Thank you for considering my application. I look forward to the opportunity to contribute to the visual storytelling and marketing initiatives at your company.

Sincerely,



Hafiz Roslan,
019-3779525,
hafizroslan.my@gmail.com



HAFIZ ROSLAN

Creative Team/ Visual Communication

✉ hafizroslan.my@gmail.com

📍 Kuala Lumpur (KL), MY

☎ +6019 377 9525

Skill

Adobe Illustrator



Adobe Premiere Pro



Adobe Photoshop



Photography



Adobe Lightroom



Videography



Languages

Bahasa Melayu



English



Hello

Profile

Having more than 7 years' experience in marketing communication (marcomm) and visual communication (graphics design, photographer, videographer, branding) in organisation media house, e-commerce, government agency and now for nation branding healthcare travel industry Malaysia. I am currently supporting the organisation and industries to develop and supervise on visual communication materials while ensuring brand and messaging consistency across online and offline marketing platforms. Aside from working on in-house production and assisting the team with creative direction, I engage with agencies, internal stakeholders (in organisation), external stakeholders (hospitals, governments etc) and vendors for marketing initiatives, events, campaigns and special projects.

Education

December 2012 - July 2008

SEGI University College,

Kota Damansara, Selangor,

Diploma in Art and Creative
(Advertising & Design)



Valuable Insight

Experience

Present - April 2016

Malaysia Healthcare Travel Council (MHTC)

Senior Executive/ Visual Communication (Creative Team)

#creativeteam #creativework

(My focus area is on graphic design, branding and production (photography and videography)).

Be responsible for developing and overseeing creative visuals for both digital and print media. Also play a crucial role in supporting regional market teams and various departments by producing materials and collaterals in-house or by collaborating with external partners. Additionally, be a lead efforts to assist PR activities, Marketing initiative, and the CEO's office engagement with high commission and minister in documenting (photo & video) for both domestic and international events coverage.

Produced and assist the concept, C.I and brand guideline for :

- 'Hepatitis C Treatment Hub of Asia' – Campaign activation
- 'Flagship' – Programme activation
- 'Wellness for elderly' – Tactical activation
- 'World Health Day' – Tactical activation
- 'Healtcation' – Tactical activation
- 'MTMA awards' – Awards recognition
- 'Expo Dubai' – Expo
- 'MyHT 2025' – Campaign activation
- '(IMTJ) Medical Travel Awards submission 2019,2020, 2023'
- 'Insight 2021'
- 'MHX Expo' – Expo
- 'Experience Malaysia Healthcare' (2022 thematic)' – campaign activation
- 'Malaysia The World's Healthcare Marvel'

'Malaysia Year of Healthcare Travel 2020" in tandem with Visit Malaysia 2020, and 'Malaysia The World's Healthcare Marvel' - Campaign activation

A member of the Brand Custodian taskforce for commercial branding. Ensures the correct usage of brand and C.I on visuals for Malaysia Healthcare and its sub-brands, campaigns, special projects and events.

Produced pre-event collaterals and a part of the on-ground team for coordination of the International Media Familiarisation Visit (FAM) 2019 with participating media from Indonesia, China, India, Brunei, Vietnam, Myanmar, Nepal and Bangladesh.



Executive Marcom / Visual Communication (Creative Team)

Create ideation and creative visual assets, propose artwork, fresh design in all aspects across creative works (ABL, BTL, TTL), corporate and marketing collaterals, as well as branding and communication materials, as well as branding and communication materials.

Document and maintain company branding elements.

Productions (Photography) support for organisation, stakeholders and across industry. Also supporting the documentation process (photography/ videography) for on-site activities, business events in and outside the country.

- Manage and organise the company and individual profiling (management and all staff).
- Execute all assigned pre and post-production tasks including photo and video editing, color grading and color correction.
- Organise and compile the archives of images bank, creative artwork, media library and related documents files into a proper filing system.
- Manage and organise the archives of images and files into a proper filing system.
- Executed market publicity events in and around MHTC focus markets including launches.
- Developed and execute an international and regional strategy, per project/title, to capture, produce and utilize creative material to enhance and support the publicity campaign throughout its lifecycle.
- Oversee photographers and video crews, schedule review and communication with production.
- Produced strong creative materials that shape and enhance the overall publicity campaign.

March 2016 - September 2014

FELDA WELLNESS CORPORATION SDN. BHD. (FWC)

Executive Marcom / Visual Communication (Creative Team)

Designer Task :

- Creating ideation and design solutions to help sale and marketing department to promote the product.
(poster, leaflet, brochure, bunting, banner, flyers, backdrop and infographic).
- Billboard ideation and design suggestions to agencies.
(make the arrangement with agencies to follow company specification and superior needs. Advertisement @ Intermark, Jalan Ampang).
- Microsite and E-News design.
(digital/web - Microsite/ Internet buzz) Internal sale and promotion

Branding and Communication Executive task:

- Dealing and coordinating with media house and agencies for advertisement installation. (billboard, pillar wrap and more)
- Checking the price of the space advertisement and ROI in purchased from (Media Prima Group, The Star group, Utusan Group and Karangkraf Group)
- Organising, coordinating and managing promotional events such as corporate visit at media houses (NSTP Group, The Star Group, Malaysian Reserve and Bernama)



On-ground activation - Booth set up, event photographer, preparing sale mechanic and being a part of sale team for events/conferences:

- "MIHAS" at Kuala Lumpur Convention Centre
- "Neutrax by Guardian roadshow" at IOI Mall Putrajaya
- "Planet Gempak" at Sungai Petani by Astro
- "Health Conference" at Royal Chulan Hotel Event
- Sambutan "Hari Peneroka Felda" ke 58 at Stadium Jasin
- "Health Day" by PNB, KL headquarter
- "Lawan Diabetes Fun Walk" at Dataran DBKL

September 2014 - July 2014

Sumisho (Japan) E-commerce Malaysia Sdn. Bhd

Graphic Designer / Photographer / Photo Editor

- Creating ideation solutions for marketing and sale team for promotion. (Poster, Leaflet, Brochure, Bunting, Banner, Flyers and Backdrop)
- Product shooting and post editing for digital platform (E-commerce)

June 2014 - May 2013

Malay Mail Sdn. Bhd.

Graphic Artist

- Creating ideation solutions for marketing and sale team for promotion. (Poster, Leaflet, Brochure, Bunting, Banner, Flyers and Backdrop)
- Product shooting and post editing for digital platform (E-commerce)

May 2013 - August 2012

Redberry Sdn. Bhd.

Graphic Designer / Photographer / Photo Editor

- Brainstorming creative idea to put in the proposal and helping in prepare it
- Superimposing all finished advertisement and design to the client
- Designing elevator wrap, bus advertisement (RapidKL) and etc

Reference

Mohd Shahril Zainal

General Manager, Tactical Marketing,

Group Marketing

KPJ Healthcare Berhad

Mobile: + 6019 777 9459

mohdshahril@kpjhealth.com.my

Sample of Creative Asset

MyHT2025 held in tandem with Visit Malaysia 2025 offers a unique healthcare travel experience tailored to individuals seeking specialised healthcare services, exclusive wellness programmes, and unforgettable tourism experiences. Our world-class facilities and end-to-end services provide customers with the best healthcare travel experience available, ensuring they leave feeling refreshed, rejuvenated and well-cared for.



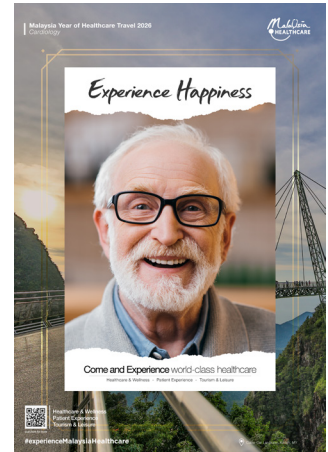
Option 1
KV



Series 1
IVF



Series 2
Health screening



Series 3
Elderly Care



Option 2
KV



Series 1
IVF



Series 2
Health screening



Series 3
Elderly Care



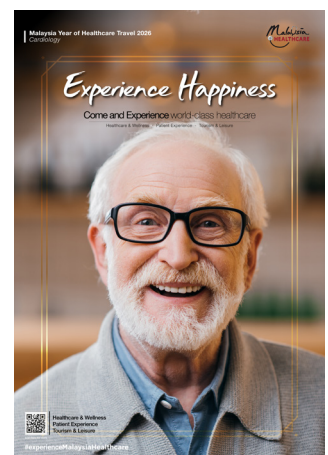
Option 3
KV



Series 1
IVF



Series 2
Health screening



Series 3
Elderly Care

Sample of Creative Asset



Sample of Creative Asset

Below is sample ideation and propose concept for new corporate deck healthcare tourism segment to share across partner, stakeholder and industry players.



Cover KV Option 1



Cover KV Option 2



Page 1



Page 1



Page 2



Page 2



Page 3



Page 3



Page 4



Page 4

Sample of Creative Asset

Explore world-class healthcare in

Malaysia

www.malaysiahealthcare.org #experienceMalaysiaHealthcare

Malaysia HEALTHCARE

QUALITY CARE FOR YOUR PEACE OF MIND

01

Introducing
Malaysia Healthcare

#experienceMalaysiaHealthcare

Malaysia HEALTHCARE

QUALITY CARE FOR YOUR PEACE OF MIND

02

Malaysia Healthcare
**Providing the Best
Healthcare Travel Experience**

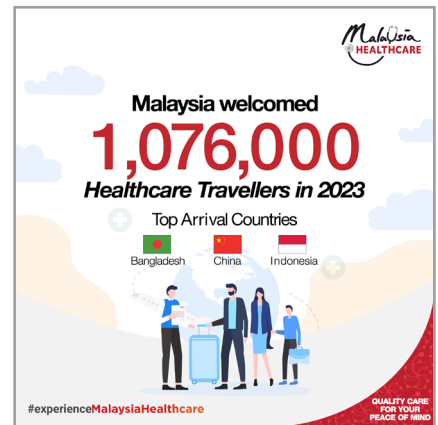
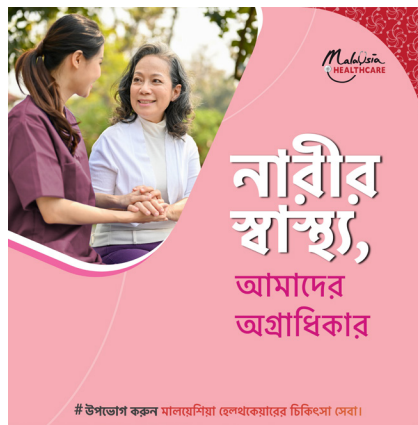
#experienceMalaysiaHealthcare

Malaysia HEALTHCARE

QUALITY CARE FOR YOUR PEACE OF MIND

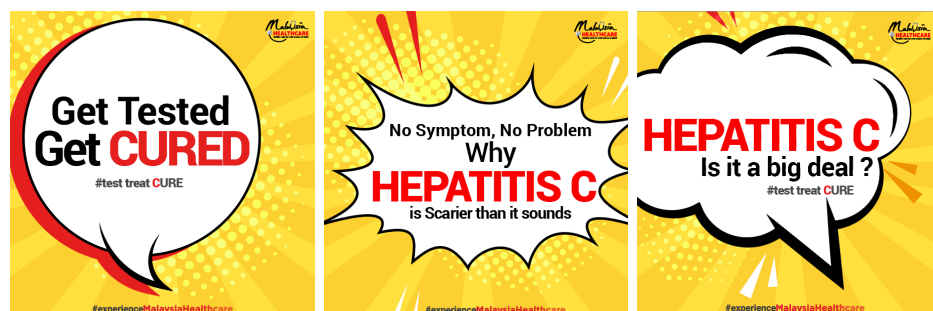
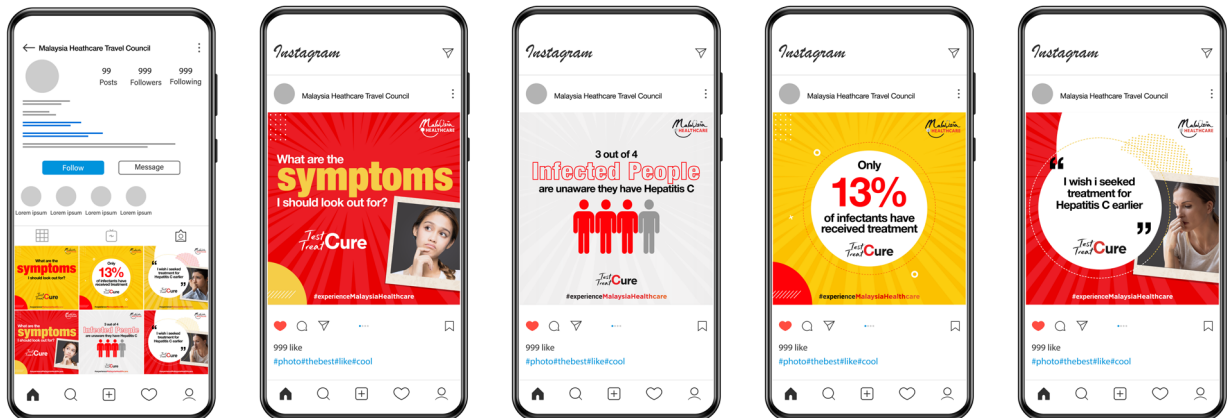
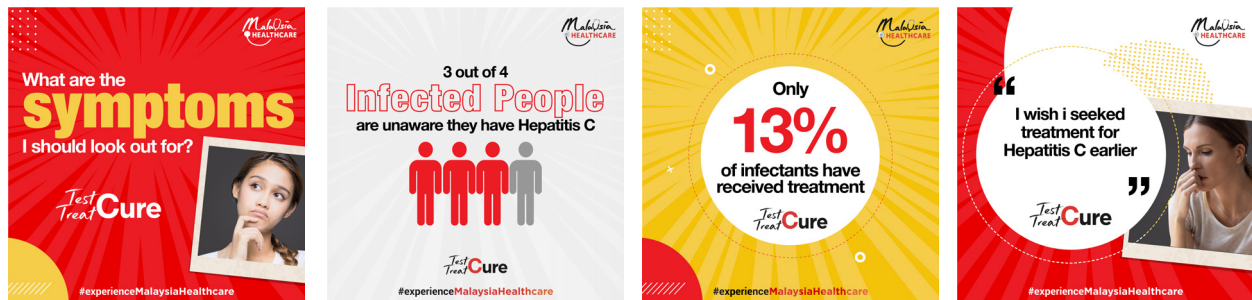
Sample of Creative Asset

Below is sample visual creative asset for social media platform and web banner.



Sample of Creative Asset

Below is sample ideation and propose concept Hep C concept activation.



Sample of Creative Asset

Below is sample visual creative asset for printing collaterals e.g. poster and magazine cover (front and back cover, double spread).

Giving them years of shared Love and Happiness

Let's get planning
www.malaysiahealthcare.org
 #malaysiahealthcare.org @MalaysiaHealthcare

Malaysia Healthcare Travel Council
 Call Centre: +603 2726 8698 (outside Malaysia) | 1 800 188 688 (within Malaysia) | E-mail: calcentre@mhtrc.org.my
www.malaysiahealthcare.org | #malaysiahealthcare.org | @MalaysiaHealthcare | register@malaysiahealthcare.org

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Your Malaysia Healthcare Experience Starts Here

Our Member Hospitals in Northern Malaysia

Perlis KPJ Perlis Specialist Hospital Kedah GSC Butler Travel & Events Sdn Bhd	Penang • Changi Hospital Penang • Island Hospital • Loh Guan Lye Specialists Centre • Penang Adventist Hospital • Puri Hospital Penang • KJH Penang Specialist Hospital • Puri Hospital Penang • Overseas Living (M&E) Sdn Bhd
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Giving hope to Dreams

GlobalHealth AND TRAVEL

Malaysia Healthcare

We Strive To Make Your Dreams Come True

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GlobalHealth AND TRAVEL

Malaysia Healthcare

Keep fit and healthy to enjoy quality life with your loved ones

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GlobalHealth AND TRAVEL

Malaysia Healthcare

MALAYSIA The Heartbeat of Asia

With us, the heartbeat goes on

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"TO INFINITY AND BEYOND"

Malaysia Healthcare

Global Recognition

What makes us special

Trust

Moving Forward

20-30% by 2020, reaching beyond the RM2 billion high in revenue

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Sample of Creative Asset



Malaysia HEALTHCARE

Giving them years of shared **Love and Happiness**






Let's get planning
www.malaysiahealthcare.org
 #malaysiahealthcare.org @MalaysiaHealthcare

Malaysia Healthcare Travel Council
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www.malaysiahealthcare.org | [f /malaysiahealthcare.org](https://www.facebook.com/malaysiahealthcare) @MalaysiaHealthcare #experienceMalaysiaHealthcare



Malaysia HEALTHCARE

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Sample of Creative Asset



Malaysia Healthcare Travel Council
Call Centre: +603 2726 8888 (outside Malaysia) | 1-800 168 688 (within Malaysia)
E-mail: callcentre@mhlc.org.my

www.medicaltourismmalaysia.com
f t i mhlcmalaysia @MalaysiaHealthcare

GlobalHealth

AND TRAVEL




MALAYSIA

The Heartbeat of



With us, the heartbeat goes on



"TO INFINITY AND BEYOND"

WITH MALAYSIA HEALTHCARE

Malaysia Healthcare is no longer a hidden jewel. Our recent successes have raised our profile on the global frontier and now we are working towards soaring even further

Global Recognitions

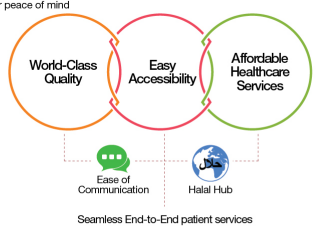
INTERNATIONAL LIVING
"Best Country in the World for Healthcare"
by International Living's Annual Retirement Index
from 2015 to 2017

"Medical Travel Destination of the Year"
the International Medical Travel Journal (IMTJ)
from 2015 to 2017

MALAYSIA
IMTJ
WINNER

What makes us special

Malaysia Healthcare is a brand on its own with trust as a key element – a total package with all the right ingredients, providing quality care for peace of mind




Seamless End-to-End patient services

Trust

Moving Forward

Malaysia Healthcare aims to reach our target growth of **20-30% by 2020**, stretching beyond the **RM2 billion** mark in revenue

Core Markets



India Myanmar China Vietnam Indonesia

CORE MARKETS

Malaysia

Key Initiatives

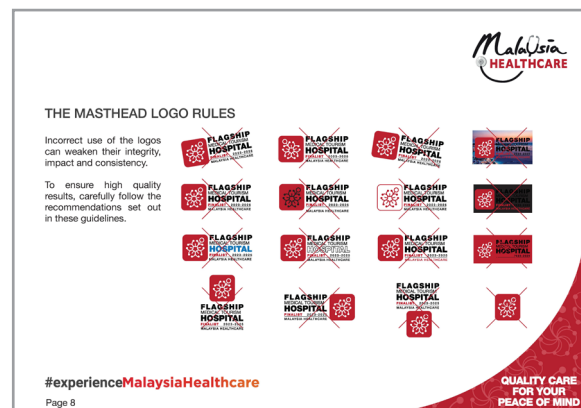
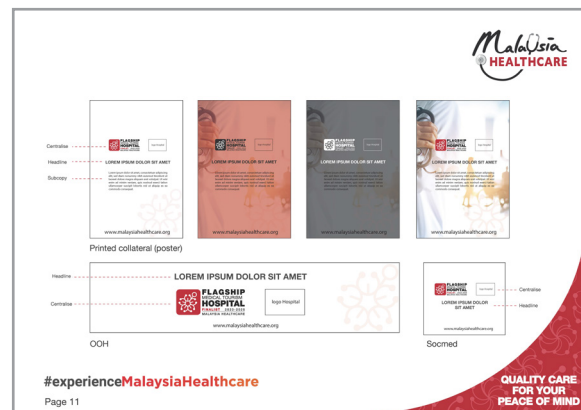
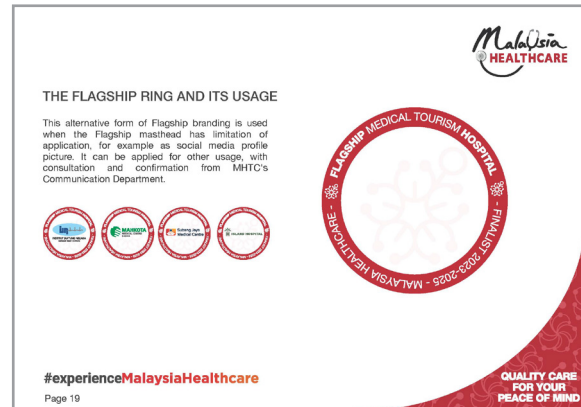
- The Year 2018**
Promote Malaysia as the Asian Hub for Fertility Treatment, including IVF and Cardiology.
The IVF Hub will be extended to cover other specialized medical services and high-value healthcare packages
- Extend the investment tax allowance**
100% for medical tourism until 31 December 2020
- Introduce Flagship Medical Tourism Hospital Programme**
Introduce special incentives to private hospitals to attract medical tourists
- Provide double tax deduction**
on expenses incurred in obtaining accreditation for dental and ancillary services registered with MHTC
- Increase the special tourism healthcare tax exemption**
from 50% to 100% on the imported value of goods, for private healthcare services, beginning year of assessment 2018 to 2020

Malaysia Healthcare Travel Council
Level 28, Lot 28-01, Tower 2, Menara Kembar Bank Rakyat, Jalan Pelayat, 50470, Kuala Lumpur, Malaysia
Tel: +603 2267 6888 | Fax: +603 2267 6889 | Call Centre: +603 2726 8888 (outside Malaysia) | 1-800 168 688 (within Malaysia) | E-mail: callcentre@mhlc.org.my

www.medicaltourism.com.my f t i mhlcmalaysia @MalaysiaHealthcare

Sample of Creative Asset

Below is sample visual creative asset for guideline and application (Ci) for Flagship programme.



Sample of Creative Asset

Below is sample visual creative asset for international event - booth layout and some KV for that international event.

