



## MOHAMAD AIZAT B. MOHAMAD YUSOFF

Experienced in communications & broadcasting with a demonstrated history of working in the construction and property development industry for 10 years. Skilled in negotiation, advertising, events, broadcasting, and management. Highly passionate with an outgoing personality, good time management, and a team player attitude with ability to work in a fast-paced environment.

### PERSONAL DETAILS

H/p : 0129744490  
Email : [aizatazgore@gmail.com](mailto:aizatazgore@gmail.com)  
Address : No. 22, Jalan Kemuning Bayu 33/31B, Taman Kemuning Utama  
40400, Shah Alam, Selangor Darul Ehsan  
Date of Birth : 23 December 1986  
Nationality : Malaysian

### EDUCATION

|                                                                                                                                                          |                  |
|----------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|
| <i>Limkokwing University of Creative Technology</i><br><b>Bachelor's Degree in Media, Advertising, and<br/>Broadcasting (MAB)</b><br>Major: Broadcasting | <b>2007-2011</b> |
| <i>Sekolah Menengah Kebangsaan Usj4</i><br><b>Sijil Pelajaran Malaysia (SPM &amp; PMR)</b>                                                               | <b>1999-2003</b> |

## **PROFESSIONAL EXPERIENCE**

### **China Communications Construction (ECRL) Sdn Bhd**

Work as Corporate Communications Manager (May 2023 – Present)

- Coordinate the internal event management and arranges the work flow of activities for internal and external corporate events.
- Coordinated and work closely with PR agency to build existing media platforms and engage internal stakeholders and media contacts.
- To ensure and work closely with PR agency in organizing company's or organization's social media communications.
- Responsible for overseeing communications to the media, including press releases and other content initiatives.
- Act as a point of contact for all internal and external communication within the organization.
- Write and distribute various types of content for social medias and corporate website of the CCCECRL and intranet.

### **The Elite Elevators Sdn Bhd (October 2022 – April 2023)**

Work as Business Development Manager

- Building market position by locating, developing, defining, negotiating, and closing business relationships. :- B2B and B2C
- Execute product presentation and leading negotiations.
- Planning and creating a general sales forecast and strategy.
- Handle technical and non-technical objections from prospects
- Present a plausible proposal to a prospective client after thoroughly understanding cost factors and ensuring that the proposal is feasible.

### **MRCB (Malaysian Resources Corporation Berhad) (June 2015 – June 2022)**

Work as Manager (Events Management, CSR & Donation & Sponsorship)

- Plan and manage the unit's budget spending.
- Propose and manage CSR initiatives including preparations, engagements, and coordination with relevant stakeholders for successful executions.
- Manage all events/visits requests to MRCB Group such as Ministers visit, Annual Dinner, Signing Ceremony, Launching, Annual and Extraordinary General Meeting
- To support Yayasan MRCB and CSR campaigns from the planning of campaign designs, designing of the media buys until the launching of campaign events.
- Play a primary role regarding the preparation of the annual sustainable development report.

## **Passion Pictures Malaysia (November 2011 - February 2015)**

### **Work as Production Manager**

- Liaise with various stakeholders, such as directors, producers, technicians and to talent to ensure effective communication and collaboration.
- Develop and manage production schedules, ensuring that all deliverables are completed on time.
- Manage the production budget, including cost estimation, tracking expenses and optimizing resources to meet financial targets.
- Oversee all aspects of production, ensuring efficient coordination and execution of broadcast programs or content creation.
- Ensure compliance with legal and regulatory requirements related to broadcasting, copyright and intellectual property rights.

## **PERSONAL SKILLS**

### *Technical (Medium: PC)*

- **Microsoft Office**
- **Words** – intermediate
- **PowerPoint** – intermediate
- **Excel** – intermediate
- **Asana** – intermediate
- **Sales Force** - intermediate

### *Interpersonal:*

- **Able to work in a group**
- **Like to try new things with new perception**
- **Able to work long hours**
- **Able to work under pressure**

## **LANGUAGES**

- Malay – native language
- English – able to converse and write

## **ADDITIONAL INFO**

Expected Salary: RM15,000  
Willing to Travel: Yes  
Willing to Relocate: Will Consider  
Available Date: 2 Month Notice

## REFERENCES

**Azuwan Zulkifli (Passion Pictures)**

Contact Number: 012-2408890

Email: [azuwan@passionpictures.com](mailto:azuwan@passionpictures.com)

Position: Production Producer

**Mohaini Bt. Mohd Yusof (Yayasan MRCB)**

Contact Number: 019-2678727

Email: [modylan17@gmail.com](mailto:modylan17@gmail.com)

Position: Advisor

**Nik Surina Suria (MBSB Bank)**

Contact Number: 013-3676488

Email: [niksurina@mbsbbank.com](mailto:niksurina@mbsbbank.com)

Position: Head of Strategic Marketing & Communications

**Haridas Sivadas (MRCB)**

Contact Number :012-3308551

Email : [hari@mrcb.com](mailto:hari@mrcb.com)

Position: Head of Corporate Communications & Branding

**Ali Mahaley (Elite Elevators Sdn Bhd)**

Contact Number: 010-2226005

Email: [ali.mahaley@eliteelevators.com](mailto:ali.mahaley@eliteelevators.com)

Position: Regional Sales Director