



FARIS EZWAN ALI KHAN



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Wangsa Maju, Kuala Lumpur

SUMMARY

Seasoned communication expert with a strong focus on business liaison & engagement and digital marketing. Showcased a remarkable almost two-decade career contributing to various industries, including waste to energy, the Malaysian government, conglomerates, insurance, religious institutions, and telecommunications.

Led senior leadership roles in strategic communication, social media management and customer relationship management. Notable expertise as a corporate religious advisor, specializing in halal jurisprudence and zakat. A highly regarded professional known for delivering impactful PR initiatives and building strategic partnerships. Discover a comprehensive showcase of my work and accomplishments in my portfolio at <https://rb.gy/8xdzn>.

WORK EXPERIENCE

January 2023 – Present

CHIEF COMMUNICATION OFFICER (CONTRACT)

TIGASFERA SDN. BHD.

(A STARTUP BACKED BY PETRONAS)

Diverse responsibilities of communication professionals in a waste to energy startup and responsible for developing and executing communication and public relations strategies, shaping brand image and enhancing stakeholder engagement. In addition, in charge of managing media relations, crisis communication, internal communication and oversee recruitment and talent development.

Corporate Communications & Strategy

- Lead efforts to build and maintain a positive public image. Responsible for creating and implementing communication plans, managing media relationships, and ensuring consistent messaging across all platforms. Advising CEO on communication strategies.
- Managing relationships with media outlets, industry influencers, and stakeholders. Developing PR campaigns, overseeing press releases, and coordinating public events to promote company's waste-to-energy solutions.

Social Media & Content Marketing

- Managing and growing company's presence on various social media platforms. Create and curate content, engage with online community and analyze performance metrics to refine social media strategy and increase brand awareness.
- Lead content creation efforts to educate and engage target audience. Develop and execute content marketing strategies, including social media content, videos, and print materials to position company as a material conversion technology provider in the waste-to-energy sector.

Community Engagement

- Foster positive relationships with local communities by organize community outreach programs, address concerns, and communicate our commitment to sustainability and responsible waste management.

Media Relations

- Responsible for building and maintaining relationships with journalists and media outlets. Draft press releases, pitch stories, and coordinate interviews to ensure positive media coverage of our waste-to-energy initiatives. Strong writing and communication skills are essential for this role.

Internal Communications

- Focus on enhancing internal communication within the organization. Develop strategies to keep employees informed, engaged, and aligned with the company's mission and values. Creating content for internal channels and organizing employee engagement initiatives.

Crisis Communication

- Develop and implement crisis communication plans to effectively manage and mitigate potential issues or emergencies. Work closely with CEO to ensure a swift and well-coordinated response during critical situations.

Recruitment & Talent Development

- Managing the recruitment process by sourcing, screening and interviewing candidates
- Supporting employees in setting career goals by identifying individual and organizational training needs through performance reviews, skills gap analysis, and employee feedback.

Administration

- Optimizing administrative processes by identifies areas for improvement, plans and implements new processes, and establishes guidelines and protocols to ensure smooth and efficient operations and administration

HEAD OF STRATEGIC COMMUNICATION (CONTRACT)
MINISTRY OF SCIENCE, TECHNOLOGY & INNOVATION /
MINISTRY OF ENERGY, SCIENCE, TECHNOLOGY,
ENVIRONMENT & CLIMATE CHANGE

Strategic Communication

- Led a team across 3 units: Social Media, Multimedia and Complaint Management
- Proactively develop and maintain positive relationships with community leaders, inter-ministerial counterparts, media representatives and corporate sectors, fostering strong support for ministry agenda
- Leveraged strong connections with media representatives to proactively manage negative news coverage, strategically steering public perception
- Ensured optimal exposure through press releases and press conferences, securing prominent coverage on major news networks
- Spearheaded media monitoring and article production on current issues, effectively aligning with ministry policies to ensure seamless dissemination of information to key stakeholders
- Ensured multi-agency compliance with media statement, branding, and social media guidelines within the ministry while providing expert guidance to uphold consistency and standards

Social Media Strategy

- Provide leadership and strategic direction to the Social Media Unit responsible for managing the ministry's social media accounts and content creation, consistently driving a 10-20% annual increase in followers and engagement
- Develop strategic actions and intervention plans to proactively address emerging issues, effectively safeguarding and enhancing the ministry's positive online reputation
- Employ data-driven analysis to evaluate trends, perceptions and reactions toward ministry policies and programs on social media platforms

Multimedia Content

- Provide leadership and strategic direction to the Multimedia Unit, overseeing the management of the ministry's photography, graphic design and audiovisual production for social media platforms, TV/radio clips, the official website and printed materials
- Drive the development of innovative multimedia concept ideas, crafting scripts, storylines, schedules and budgets to ensure the seamless execution of projects
- Supervise the production of captivating online and printed media banners, infographics, and audiovisual materials, employing editorial expertise to make decisions on information, illustration and content assembly

- Possess versatility in assuming roles such as editor, photographer or spokesperson manager, leveraging a diverse skill set to meet the evolving needs of the ministry

Complaint Management

- Provide leadership and oversight to the Complaint Management Unit responsible for addressing complaints related to misconduct, corruption, abuse of power and violations of the code of conduct and ethics which are received through social media, website, letters, phone calls, suggestion boxes and walk-ins
- Supervise the Complaint Manager to ensure the efficient implementation of the complaint resolution system within a strict timeline of 5 days upon receiving the complaints, prioritizing swift and effective resolution
- Conduct a comprehensive review of the Complaint Manager's monthly report on the status of complaints and promptly submit it to the Ministry's top management and the Bureau of Public Complaints, Prime Minister's Department, ensuring transparency and accountability
- Possess the capability to assume the role of Ministry spokesperson for unexpected VIP walk-in cases, effectively managing high-profile situations and providing timely and accurate communication to stakeholders

Achievements

1. Successfully lead and executed over 50 nationwide PR initiatives and campaigns from 2017 to 2021, effectively reaching and engaging target audiences and generating trade deals of RM 10 million and RM 2 million in PR value
2. Demonstrated strong crisis communication skills by promptly countering fake news on social media within 24 hours and reducing its circulation of 30% during the 2019 Pasir Gudang Toxic Pollution crisis, safeguarding the ministry's reputation and ensuring accurate information dissemination
3. Played a leadership role in the Ministry Crisis Communication Cyber Media Task Force, collaborating with key government agencies and stakeholders (DOE, JAPEN NADMA, MOH, CITF, MKN, ATM) to develop and implement effective crisis communication strategies
4. Developed comprehensive social media guidelines for 18 MOSTI / 32 MESTECC agencies under the ministry, promoting consistent and effective digital engagement while adhering to organizational objectives and brand standards
5. An accomplished government trainer with a proven track record of delivering over 40 engaging and impactful training sessions and talks, adept at effectively imparting knowledge and emphasizing the significance of strong communication skills in the public sector

MANAGER – EXECUTIVE DIRECTOR OFFICE
BERJAYA CORPORATION BERHAD

Business to Government Engagement

- Serve as the primary point of contact between Berjaya Group of Companies and the Federal Government, effectively enhance business opportunities and mitigate risks for 130+ subsidiaries across 11 industries, encompassing property, education, tax, legal, retail, plantation, food & beverage, waste disposal, veterinary, pharmacy and enforcement sectors
- Effectively coordinate with government authorities to expedite project approvals, handle penalty appeals and secure reconsideration for outstanding or ongoing problematic projects or issues
- Serve as a key facilitator and advisor on issues arising between the Berjaya Group of Companies and the government sectors, offering timely guidance and resolution strategies
- Play a crucial role in providing vital information to support the Executive Director and CEOs/MDs of Berjaya subsidiaries in making strategic decisions and preparing for meetings with key government personnel
- Offer support to departments and subsidiaries in acquiring necessary permits and licenses, ensuring compliance with regulatory requirements
- Provide proficient editing, proofreading and translation services for documents prepared by other divisions or subsidiaries, ensuring accuracy and clarity in English to Malay translations

Crisis Management

- Collaborate closely with Group Corporate Communications to strategically mitigate negative news coverage and effectively handle crisis communications for government-related projects/issues. Proactively address critical concerns such as public safety, financial loss, and reputation damage, safeguarding the company's viability and preserving its positive image
- Serve as the primary liaison for law enforcement authorities, promptly providing them with relevant information as required, fostering close relationships and maintaining compliance

Religious Advisory

- Offer expert advisory support and feedback to the Executive Director and CEOs/MDs of Berjaya subsidiaries on religious and Halal certification matters, ensuring compliance and alignment with relevant regulations and standards
- Cultivate and maintain strong relationships with key authorities, including JAKIM, JAWI and the Mufti of Wilayah Persekutuan office, proactively establishing a solid foundation to prevent and navigate potential religious issues or crises in the future

Achievements

1. Successfully secured approval worth RM 107.5 million for the Berjaya Times Square building acquisition from the Economic Planning Unit, Prime Minister's Department, while safeguarding a RM 10 million earnest deposit from forfeiture
2. Successfully obtained RM 35 million outstanding payment from DBKL for KUB-Berjaya Enviro landfill tipping fee, ensuring financial stability and resolving contractual obligations
3. Successfully negotiated and obtained a tax penalty waiver of RM 2.18 million from LHDN for Berjaya Waterfront Hotel, demonstrating effective negotiation skills
4. Led efforts to secure DBKL approval for the use of the building name in the prestigious RM 1.18 billion Berjaya Central Park project on Jalan Ampang
5. Led from conceptualization to implementation MoU between Berjaya Group and Ministry Youth and Sports for 500 IKBN graduate's job placement, generating RM 20,000 in PR value
6. Leveraged an unplanned courtesy visit to establish a collaboration with the Malaysian Anti-Corruption Commission, resulting in a nationwide anti-corruption campaign called "Sahabat SPRM" through 7-Eleven Malaysia's 2000+ outlets, generating RM 35,000 in PR value
7. Conducted a thorough hygiene inspection on the Krispy Kreme Doughnuts commissary kitchen and successfully obtained the JAIS Halal certification, ensuring compliance with halal standards and reinforcing consumer trust

January 2010 – January 2013

UNIT MANAGER – AGENCY DISTRIBUTION
PRUDENTIAL BSN TAKAFUL BERHAD

Takaful Advisory & Sales

- Develop customized Takaful protection plans, catering to individual client needs and objectives, ensuring optimal wealth maximization and safeguarding wealth
- Assist clients in achieving their financial goals by offering tailored recommendations and presenting suitable Takaful products, effectively aligning with their unique circumstances and wealth protection requirements
- Proactively monitor economic conditions, identifying opportunities and threats to continuously rebalance clients' wealth protection strategies, ensuring long-term financial resilience
- Drive brand awareness and product promotion by organizing over 30 annual roadshows, effectively engaging with target audiences and expanding market reach for various Takaful products

Training & Recruitment

- Deliver comprehensive training and mentorship programs encompassing product knowledge, business processes and effective selling techniques, empowering sales agents to excel in their roles
- Provide ongoing support to sales agents, actively assisting in lead generation, prospecting, and business development activities, fostering their success and maximizing sales outcomes
- Drive recruitment efforts to onboard over 200 sales agents annually, fortifying a dynamic and high-performing group agency base

June 2006 – December 2009

EXECUTIVE – CORPORATE COMMUNICATION

PUSAT PUNGUTAN ZAKAT – MAJLIS AGAMA ISLAM
WILAYAH PERSEKUTUAN

Corporate Communication

- Efficiently handle media inquiries and delegate appropriate representatives to provide timely and accurate responses on behalf of PPZ
- Strategically organize media luncheons and exhibitions to raise awareness of PPZ services, enhancing brand visibility and engagement
- Develop compelling publication materials, including presentation slides, brochures, employee newsletters, and annual reports, catering to internal and external audiences
- Manage website content and establish a strong online presence for PPZ
- Collaborate with advertising firms to secure advertising space and airtime for impactful promotional campaigns

Marketing Communication

- Deliver impactful presentations to engage and convert over 100 potential corporate payers annually, showcasing PPZ's value proposition and driving significant growth in Muslim awareness on zakat
- Prepare and deliver compelling speeches at more than 10 mosques within the Kuala Lumpur area each year, effectively connecting with the community and reinforcing PPZ's mission
- Collaborate cross-functionally to brainstorm and develop captivating advertisements and promotional content, fostering brand awareness and engagement

Customer Service & Corporate Social Responsibility (CSR)

- Process and assess 20 - 100 zakat payments daily through frontline counters daily
- Attend to zakat payer's queries and complaints via telephone, e-mails and walk-in
- Actively participate in PPZ Emergency Relief Squad, offering financial assistance to victims affected by natural disasters such as house fires or floods

- Engage in the regular distribution of free food to 50-200 homeless individuals daily during the fasting month and weekly throughout the year, demonstrating a commitment to social responsibility and community welfare

January 2005 – May 2006

CUSTOMER CARE REPRESENTATIVE

TELEKOM MALAYSIA BERHAD

Customer Service & Billing Dispute

- Conduct thorough investigation, precise calculation, and strategic proposal of customer rebate requests to the Finance Department
- Promptly addressing and resolving customer inquiries, complaints, and correspondence through various channels, such as emails, faxes, and letters, adhering to predefined response time frames
- Proactively engage with customers, delivering prompt feedback and tailored solutions in alignment with company standards, while exceeding expectations in customer service
- Execute assigned administrative responsibilities with efficiency and effectiveness, ensuring seamless support to the management team as required

Telesales

- Proactively engage in sales calls to strategically introduce and recommend TM's promotional packages to targeted customers, driving revenue growth and expanding the customer base
- Educate customers on the wide range of TM's products and services, guiding them towards utilizing the web self-service platform for enhanced convenience and empowerment
- Monthly input, upkeep, and verification of data integrity of over 500 client records and relevant data into the CRM database

EDUCATION

2010 – 2017

Bachelor of Mass Communication (Majoring in Public Relations)
MARU University of Technology (UiTM)

2001 – 2004

Diploma in Media and Communication
MARU University of Technology (UiTM)

2009 – 2011

Certificate in Islamic Studies (Majoring in Theology)
University of Malaya (UM)

ISLAMIC KNOWLEDGE

- Halal Fiqh
- Zakat
- Takafu
- Sermon

EXTRA-CURRICULAR

1996 – 2014

Freelance Instructor
Malaysian Taekwondo Association

2006 – 2014

Practitioner
Seni Silat Cekak Pusaka Ustaz Hanafi Federation

INDUSTRIES EXPERIENCE

- Federal Government
- Renewable Energy (Solar & Waste-to-Energy)
- Waste Disposal & Recycling
- Science & Technology Education
- Nanotechnology
- Food & Beverages
- Insurance & Takafu
- Healthcare & Pharmacy
- Welfare & CSR
- Telecommunication

SKILLS

- Team Leadership
- Stakeholder Management
- Business-to-Government Engagement
- Marketing Communications
- Social Media Management
- Crisis Management
- Customer Relationship Management
- Public Speaking & Training
- Translations

AVAILABILITY

1 Month Notice



28th July 2017

LETTER OF REFERENCE

To whom it may concern,

Mr. Faris Ezwan Ali Khan has been working with Berjaya Corporation Berhad since February 2013 and I have the pleasure to have him as one of our valuable assets in the Executive Director Office.

He is a talented person who specializes in business communication and engagement, as well as crisis management. His contribution is significant to Berjaya Group of Companies relationships with both external and internal stakeholders. His warm and easygoing personality has won him the respect of his fellow colleague and senior management as well.

Although his decision to leave the company is a great loss to us, but I am happy to learn that he is pursuing his personal goal and I can only wish him all the best in his future undertaking.

Sincerely yours,

DATO' ZURAINAH MUSA
Executive Director

Faris
All the best
for the future. May
Allah swt bless you
in all that you may
do

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