



ULFAT KHASIY'AH BAHARUDIN (RIKA)

T: 012-41 0320

KAJANG, SELANGOR DARUL EHSAN

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CORPORATE COMMUNICATION SENIOR MANAGER

Strategic Communication

Brand & Events/ Activation

Stakeholder & Government Relations

Highly accomplished and dynamic professional with extensive experience in corporate communication with over 16 years of experience in driving strategic communication initiatives, managing cross-functional teams, and enhancing brand reputation. Committed to delivering exceptional results, fostering strong stakeholder relationships and relationship-building.

SKILLS & EXPERTISE

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| <ul style="list-style-type: none">• Strategic communication planning• Media relations• Advertising & Promotion• Team leadership and management• Stakeholder relationship management | <ul style="list-style-type: none">• Digital and social media communication• Editing• Brand management• Event planning & management• Voice Overs (VO) |
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CAREER HIGHLIGHTS

Led and implemented the following:

- Majlis Perasmian Laman Warisan Kampung Laut 2022
- Laporan Pencapaian Kementerian Perumahan & Kerajaan Tempatan (KPKT) 2019
- Kongres Masa Depan Bumiputera & Negara (KBN) 2018
- Memacu Agenda Bumiputera 2017 Corporate Exhibition
- Majlis Pelancaran Hala Tuju Transformasi Ekonomi Bumiputera 2017
- Branded Content Program for children, "MBSB Over The Top" (Season 1/2)
- Beyond Borders: A school Adoption Initiative (CSR): 2007 - 2011
- Beyond Borders Awards 2009

Including pockets of events and ground activities under Majlis Pembangunan Wilayah Ekonomi Pantai Timur (ECERDC) from 2021 till present and under Unit Peneraju Agenda Bumiputera (TERAJU) from 2015 – 2019.

WORK EXPERIENCES

AFFIN GROUP	Head, Corporate Communication & PR Section
Feb 2024 - Present	<p>This role reports to Senior Vice President, Strategic Communication Division (SCD)</p> <ul style="list-style-type: none">• Spearheaded the Corporate Communication, Public Relations, Media, and Publication section.• Established and maintained relationships with media outlets to ensure alignment with the organization's objectives and values.• Oversaw the creation of the Bank's newsletter. Led the crisis communication plans with regards to media and stakeholder communication in order to manage and mitigate potential negative impacts on the organization's reputation.

WORK EXPERIENCES

<p>East Coast Economic Region development Council (ECERDC)</p> <p>Jan 2023 – Jan 2024</p>	<p>Acting Sr. Manager, Corporate Affairs Division</p> <p>This role reports to General Manager, Corporate Services Division (CAD)</p> <ul style="list-style-type: none">• Led and implemented comprehensive corporate communication strategies aligned with organizational goals and values.• Oversaw a team of 8 communication professionals, providing leadership, guidance, and fostering a collaborative work environment.• Acted as a trusted advisor to senior executives, providing strategic counsel on communication matters.
<p>East Coast Economic Region development Council (ECERDC)</p> <p>June 2021 – Dec 2022</p>	<p>Manager, Brand & Events, Corporate Affairs Division</p> <p>This role reports to Senior Manager, Corporate Services Division (CAD)</p> <ul style="list-style-type: none">• Led and implemented organization's brand management, collateral development and event management initiatives.• Planned and executed successful events, including project launches and corporate gatherings.• Collaborated with creative teams and external agencies to develop compelling marketing materials including promotional brochures, digital content, and social media campaigns
<p>Ministry of Housing & Local Government (KPKT)</p> <p>Nov 2019 – June 2021</p>	<p>Head, Corporate Communications</p> <p>This role reports to Secretary General, Ministry of Housing & Local Government (KPKT)</p> <ul style="list-style-type: none">• Led the development and implementation of the ministry's corporate communication strategy including providing leadership counsel on all aspects of external communications and branding.• Led and implemented communication & media efforts for covid-19 at ministry levels.• Led cross-functional teams including media relations, social media, editorial & publications, and complaint management.
<p>TERAJU (Unit Peneraju Agenda Bumiputera)</p> <p>April 2015 – Nov 2019</p>	<p>Manager, Corporate Communications</p> <p>This role reports to Senior Director of Corporate Services, TERAJU</p> <ul style="list-style-type: none">• Independently led and implemented all aspects of corporate communication strategies and event activation for the organization.• Streamlined work plans with external vendors to ensure seamless PR deliverables and event execution aligned with company objectives.

WORK EXPERIENCES

<p>Malaysia Building Society Berhad (MBSB)</p> <p>March 2012 – March 2015</p>	<p>Manager, Corporate Communication</p> <p>This role reports to Assistant Vice President/ Head of Corporate Communication Department</p> <ul style="list-style-type: none">• Developed and executed comprehensive media relations strategies, advertising campaigns, and promotions to enhance brand visibility and drive customer engagement.• Managed relationships with media outlets and key stakeholders, securing positive media coverage and maximizing brand exposure.• Led and implemented company and media events including branch openings, product launches, corporate gatherings, media conferences and media gatherings.
<p>Malayan Banking Berhad (MAYBANK)</p>	<p>Communication Specialist, IT Transformation Programme</p> <p>This role reports to Lead to Change Communication Unit, IT Transformation Programme (ITTP)</p> <ul style="list-style-type: none">• Implemented executive change communication efforts during IT transformation initiatives to ensure effective and consistent messaging.• Collaborated closely with cross-functional stakeholders to identify change communication needs and align strategies with business objectives.• Crafted and delivered engaging and persuasive messaging to employees, ensuring understanding, alignment, and support for change initiatives.
<p>MARDEC Berhad (Malaysia Rubber Dev. Corp.)</p> <p>Aug 2011 – Nov 2011</p>	<p>Senior Executive, Public Relations</p> <p>This role reports to General Manager of Corporate Services Department</p> <ul style="list-style-type: none">• Led public relations activities encompasses of internal communications, events management, media relations, advertising & promotions and editorial management• Led and implemented editorial management for the Company's internal newsletter and annual report.
<p>Malaysia Airports Berhad (MAHB)</p> <p>April 2007 - July 2011</p>	<p>Executive, Corporate Social Responsibility (CSR), Corporate Communications Division</p> <p>This role reports to Manager, Advertising & Promotion (A&P)</p> <ul style="list-style-type: none">• Led and implemented CSR programs aligning with the company's values, business objectives, and community needs.• Led cross-functional teams in executing program activities, ensuring alignment with goals, timelines, and budget.• Managed all aspects of communications of the CSR brand including editorial/ write-ups, speeches, fact sheets, speaker note, media brief etc.

WORK EXPERIENCES

Malaysia Airports
Berhad (MAHB)

Feb 2006 – April 2007

Executive, Advertising & Marketing, Commercial Division

This role reports to Manager, Advertising & Marketing

- Supported contract management activities, including reviewing client agreements.
- Conducted site visits to understand client needs, gather requirements, and provide recommendations for marketing solutions.
- Collaborated with internal teams and external vendors to ensure timely and accurate execution of marketing campaigns
- Assisted market research and competitive analysis to identify trends and opportunities for business growth

EDUCATION & TRAINING

Universiti Teknologi MARA
Jan 2004 - Nov 2006

Master of Mass Communication

Universiti Teknologi MARA
Jul 2000 - Sep 2003

BSc. Info. Studies with Honors (Info. Systems Management)

Universiti Teknologi MARA
April 1998 - May 2000

Matriculation (Information Studies)

REFERENCE

Mohd Azmi Yahya
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