



# KATHEJA BEGUM

## MARKETING & COMMUNICATIONS

### PROFILE

- Instrumental in delivering successful Marketing & Communications initiatives whilst observing cost-effective procedures. Solid background in achieving set goals via managing corporate communications, overseeing product positioning, corporate branding, stakeholder relations, developing media relations, strategic planning, and fulfilling internal/external requirements complying with the company's vision.
- Articulate communicator to develop and maintain productive relations with key stakeholders. Excel at driving the implementation of strategies, plans, and policies in line with the Company's objectives.
- Proven success in leading marketing & communications campaigns. Well verse in driving impactful events, developing a strategic communications plan, and digital marketing through effective planning and executing robust programmes and initiatives.

### WORK EXPERIENCE

#### AGROBANK, HQ

2022 - PRESENT

#### HEAD, MARKETING & COMMUNICATIONS

- June 2022 - current : Leading a team of 18 members including the Marketing for Consumer and Corporate Banking, Digital Marketing, Customer Experience and Branding.
- Achieved set objectives by planning and delivering comprehensive initiatives to reach maximum exposure and high engagement amongst our audiences and customers.

#### Key Achievements:

- Successfully managed various initiatives for the marketing and campaign section which comprises of various integrated and tactical business and consumer campaigns.
- Driving the Digital Marketing team to achieve optimum results on digital platforms for all marketing campaigns.
- Supervised a total 4 mega campaigns and 20 tactical campaigns, both completed and ongoing.
- Deliver all demands on marketing related activities, including market development & segmentation, business intelligence and omni-channel marketing.
- Engages with local branches nationwide (200+ branches and kiosk) to execute various customized local marketing strategies to suit the specific geographical location and customer value proposition.
- Delivering strategically and tactically sound marketing mix that adds direct ROI and impact to business performance.
- Guide and inspire the team in delivering sustainable results as well as developing positive engagement with a wide range of stakeholders.
- Overseeing the Branding Transformation Exercise for the Bank.

### CONTACT

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Setia Alam, Shah Alam,  
SELANGOR

### EDUCATION

2011 - 2013

UNIVERSITY OF EAST LONDON  
(DISTANCE PROGRAM)

- Master of Business Management  
(MBA - International Business)

2004 - 2007

UNIVERSITY PUTRA MALAYSIA

- Bachelor of Communications

### SKILLS

- Marketing & Communications
- Project Management
- Public Relations / CSR
- Corporate Affairs
- Advertising & Promotion
- Media Relations/Crisis Com
- Event Management
- Stakeholder Management
- Content Development
- Digital Marketing/Social Media
- Customer Experience
- Strategic Planning

### LANGUAGES

- English (Fluent)
- Bahasa (Fluent)

# WORK EXPERIENCE

## AGROBANK, HQ

2021 - 2022

### HEAD, CORPORATE COMMUNICATIONS

- Sept 2021 - June 2022 : Led a team of 21 members including Public Relations, Branding, Digital Marketing, Corporate Events and Stakeholder Relations. Achieved set objectives by planning and delivering comprehensive initiatives to reach maximum exposure and high engagement amongst our audiences and customers.

#### **Key Achievements:**

- Successfully managed various initiatives in corporate communications by executing various plans and achieving a high media coverage - online and print, digital presence and social media engagement.
- Supervised and led a total 72 events in a year, both large and small effectively to reach max exposure and reach. Largest event is the Malaysian Agriculture, Horticulture & Agrotourism 2022 which was recently held and launched by the Prime Minister of Malaysia.
- Executed all communications involving the bank, including the development and implementation of the communications strategy and a broad and diverse range of business and marketing initiatives.
- Successfully develop strategies for public relations, manage advertising campaigns, improve brand awareness, and ensure consistent messaging across all platforms.
- Work with senior management and various departments to determine the areas where the institution can impact the regional and international dialogue on issues through the development and publication of materials, and participate in selected public speaking events.
- Champion communications throughout the institution to ensure that communication considerations form an integral part of policymaking, project designs, visits and tours by the senior management.
- Manage across a plethora of communications disciplines ranging from integrated marketing communications, strategic brand management, public relations, event management, digital marketing, publishing, advertising, internal communications and CSR.
- Lead CSR initiatives and programs for various market segments including programs in Schools, Mosque, etc.
- Lead the execution of Zakat distribution to Head of State/Sultan, Ministries, High government officials while adhering to protocols especially in National and State Palaces (*Istana Negara & Istana Negeri*) as well as other Government protocols.

## PROLINTAS SDN BHD

2019 - 2021

### GENERAL MANAGER, CORPORATE COMMUNICATIONS

- Directed a team of 14 members and performed strategic planning concerning all aspects of internal and external communications. Accomplished set objectives by overseeing corporate communications, public relations, digital marketing, social media, CRM, corporate events, media management, corporate events, and CSR programs.

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## WORK EXPERIENCE

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### **INVESTKL, INVESTMENT PROMOTION AGENCY, KL** **SENIOR MANAGER, MARKETING & COMMUNICATIONS**

**2017 - 2019**

- Ensured consistency of communication strategy and compliance with the company's strategic vision. Successfully developed PR and communications plans, including developing strategy, setting goals, controlling budget and tactics. Gained optimal outcomes by establishing a comprehensive media relations strategy resulting in high-level placements within print, broadcast, and online media. Created content for press releases, by-line articles, and drafted speeches for CEO/spokespersons/representatives. Contributed as an Advocate on behalf of the company brand with external stakeholders and the media across all communications channels and vehicles.

#### ***Key Achievements:***

- press conferences, including media invitations, securing media presence, and preparing media kits.
- Effectively developed and sustained online communities and grew online supporter base and traffic utilising SocialMedia platforms.
- Efficiently provided content to the website and social media presence, such as Twitter, Facebook, and Instagram and monitored responses of the general public and clients.
- Fostered business growth by highlighting and analysing opportunities concerning media partnerships, leveraging existing media relationships, and developing new contacts within business/industry.

#### ***Notable Accomplishments - Medial Relations content co-ordination and strategic counsel***

- Allianz sows seeds in Greater KL, Malaysia to reap regional harvest | 23 Dec 2020
- Tech investments add value to the extensive French presence in Greater KL | 15 March 2019
- Global MNCs in KL grooming world-class local talent (Air Liquide) | 8 May 2019
- Kuala Lumpur - the catalyst for high growth, regional service hubs | 17 June 2019
- Shaping better lives in Asia-Pacific from Kuala Lumpur | September 2019
- Global Innovative Medical Firms Pick Greater KL as Regional Hub featuring AstraZeneca and Edwards Lifesciences | 24 Oct 2019
- ZALORA sees Greater KL as the door to Asean's e-commerce boom | 25 Nov 2019

#### ***Strategic Counsel and media support to notable events with MNCs***

- AstraZeneca to invest more than RM500mil in Malaysia over five years | 12 March 2019
- Malaysian trade delegation visits MetLife's New York headquarters | 3 April 2019
- Honeywell reaffirms strong commitment to Malaysia via ASEAN hub | 4 April 2019
- Edward Lifesciences launches regional business services | 25 April 2019

#### ***Coordinating media interview and developing content direction***

- Tech investments add value to the extensive French presence in Greater KL | 15 March 2019
- Global MNCs in KL grooming world-class local talent (Air Liquide) | 8 May 2019
- Malaysia remains an attractive investment destination | 9 May 2019
- Kuala Lumpur - the catalyst for high growth, regional service hubs | 17 June 2019
- Shaping better lives in Asia-Pacific from Kuala Lumpur (Electrolux) | 2 September 2019

## WORK EXPERIENCE

### CYBERVIEW SDN BHD, INVESTMENT PROMOTION AGENCY, CYBERJAYA

2009 - 2016

#### HEAD, CORPORATE COMMUNICATIONS

- Achieved set goals by managing overall aspects pertinent to Corporate Communications, PR, and Media Relations. Enhanced company's local and international visibility and to position it through a well-planned coverage on strategic media platforms, locally and internationally. Facilitated editorial materials, including drafting, editing, proofreading, copywriting, translation of brochures, newsletter, website content, press releases and speeches as well as other related press material. Ensured positive profiling of media initiatives and analysed media coverage effectiveness.

#### Key Achievements:

- Enhanced Cyberview's corporate image and business position by establishing and implementing Corporate Responsibility (CR) programs.
- Total PR value in media coverage amounting to RM19 million in 2014 with more than 500 coverage.
- Collaborated with SMEs in manifold activities, such as creating media stories at local and international level.
- Cooperated closely with stakeholders including MNCs - DELL, Shell, SMEs - Animonsta, Axon 313, IX Telecom, Terato Tech, Cruise GPS, and Data Centres - Basis Bay, CX5, and NTT MNC.
- Consistently arranged media interviews for the company's spokesperson through several media channels. Interviewed more than 10 SMEs via BFM, MDs interview on BFM, Astro Awani and other talk shows and news.
- Conducted several community Events, such as Cyberjaya Olympics, Motorsports, Futsal with TM SMEs, Go MobileExpo, Annual Golf Tournaments, Media Chat with SMEs, Twin City Marathon PCs, Robotics program.
- Led events to the recent launch of the Malaysian Global Innovation and Creativity Centre (MAGIC) by the Prime Minister of Malaysia and US President Obama.
- Worked closely with stakeholders including MNCs - DELL, Shell, and other SMEs. Continuously arrange for media coverage via various media channels and platforms. Interviewed more than 10 SMEs via BFM, MDs interview on BFM, Astro Awani and other talk shows and news.
- Facilitated the Re-Branding and positioning of the city of Cyberjaya to the new Cyberjaya - mandate to elevate its position to a Global Technology Hub in 2014. Some of the activities include:
  - On-going media engagements, Industry meet-ups, government familiarisation trips, local & international conference participation and speaking platform and opportunities to promote Cyberjaya's mandate.
  - Worked with start-ups, entrepreneurs, technopreneurs, SMEs, program managers, VCs, government agencies to spur the ecosystem
  - Develop media opportunities to support and promote Cyberjaya at the place for tech companies to launch their tech ideas and testbed for start-ups
  - Empower the community with a holistic ecosystem and provide business setup support for all levels via various programs and opportunities, e.g. Cyberview Living Lab, Robotics, Accelerator programs, industry partnerships, etc.

#### Additional Experience | 19954 - 2009

**Marketing Communications Manager** | International Hotel | Crown Princess KL

**Marketing & Communications Manager** | Eastin Hotel, Petaling Jaya

**Public Relations Manager** | Nilai Springs Golf & Country Club & Allson Klana Resort Seremban |

**Public Relations Officer** | Radisson Hotel & Convention Centre Shah Alam |

**Public Relations Officer** | Dynasty Hotel | Kuala Lumpur

**Public Relations Executive** | MiCasa Hotel Apartments | Kuala Lumpur

#### Education

Masters of Business Administration (International Business) | University of East London (UEL) | 2011 - 2013

Bachelors in Communications | University Putra Malaysia | 2004 - 2007

Diploma of Institute of Public Relations Malaysia (IPRM)

Certificate of Institute of Public Relations Malaysia (IPRM) Diploma - Association of Business Executives (ABE)