

**PERSONAL DETAILS AND BACKGROUND**

Name : Marcella Shareen Mos  
Address : Sublot 9, Lorong Stutong 14M, Taman Woodlands, Jln. Stutong, 93350 Kuching Sarawak  
Email : marcellasha@gmail.com  
Age : 43 years old  
Telephone : 0111 – 5858 458  
Date of Birth : 26 October 1980  
Place of Birth : Kuching  
Race : Iban (Christian - Anglican)  
Nationality : Malaysian  
Gender : Female  
Marital Status : Married  
Languages : Fluent in English, Malay and Iban  
Height / Weight : 160 cm / 58 kg  
Health : Excellent  
Transportation : Yes

**PROFESSIONAL AND PERSONAL SKILLS**

Computer : Microsoft Office (Word / Excel / PowerPoint / Outlook)  
Internet Explorer, Canva  
Personal : Strong network with both Government and corporate bodies which help to provide valuable opportunities for collaboration, insights and support, enhance ability to access resources, foster partnerships that can benefit organisation's goals, solid leadership charisma, responsible, able to learn new skills, active team player, great interpersonal skills, organised, focused, patient, caring and trustworthy

**EDUCATION AND QUALIFICATION**

2004 – 2008 : **Master of Business Administration**  
Majoring in Marketing (GPA – 3.94)  
*University of Southern Queensland, Australia*  
1999 – 2002 : **Bachelor Degree in Information Technology (Hons)**  
Majoring in Information Systems (CGPA – 2.59)  
*Universiti Malaysia Sarawak (UNIMAS)*  
1998 – 1999 : **Matriculation in Physical Science** (CGPA – 2.39)  
*Universiti Malaysia Sarawak (UNIMAS)*  
1993 – 1997 : **St. Teresa Secondary School, Kuching**  
Sijil Pelajaran Malaysia (SPM) – Gred 1, Agregate 14  
Penilaian Menengah Rendah (PMR) – 6As 1B

**WORKING EXPERIENCE**

- 16/2/2024 – To date : **Prudential Assurance Malaysia Berhad, Kuching**  
Insurance Agent
- 2007 – 15/2/2024 : **Sarawak Land Consolidation and Rehabilitation Authority (SALCRA), Kuching**  
Senior Administrative Officer (Corporate Affairs) – N44
- 2005 – 2006 : **Cahaya Mata Sarawak (CMS) Cement, Kuching**  
Procurement Executive
- 2002 – 2005 : **QS IT Sdn. Bhd, Bormill Estate, Kuching**  
IT Lecturer cum IT Executive

**WORK SCOPE / DESCRIPTION**

As the Head of Corporate Communication, my role typically involves overseeing all aspects of communication within the organisation, both internally and externally. This includes developing communication strategies, managing media relations, overseeing public relations activities and ensuring consistency in messaging across all channels. Additionally, fostering relationships with Government and corporate bodies can be crucial for achieving the communication goals and advancing the organisation's interest.

**Some of the major corporate events and responsibilities that I handle are as follows:**

**1) Exhibition**

- Global Muslim Business Forum 2023
- Livestock, Aquaculture and Agriculture (LAA) Exhibition 2023
- Program Lan Berambek Anak Sarawak 2023
- Sarawak Agrofest 2023
- East Malaysia Palm & Lauric Oils Price Outlook Conference & Exhibition (EMPOC) 2023
- Sarawak Agrotourism Conference and Expo (SATCE) 2023
- Pameran 60 Tahun Sarawak Merdeka Dalam Malaysia 2023
- Exhibition on Post Covid -19 Development Strategy 2030 & International Digital Economy Conference Sarawak (IDECS) 2022
- Sarawak Agrofest 2019
- Pesta Benak Sri Aman 2019
- International Conference On Agriculture and Agro-Based Industry Sarawak (ICAAS) and Agrofest 2018
- Pameran Sejiwa Senada 2018 and 2016 (Champion Booth @ Samarahan)
- Hari Peladang, Penternak dan Nelayan Peringkat Kebangsaan 2015

**2) Video documentary production and photography**

- SALCRA's 1<sup>st</sup> Brown Bag Talk at 56 Hotel, Kuching
- SALCRA Appreciation Dinner 2023 Montage Video
- Agritek Documentary in TVS about oil palm, featuring SALCRA

- Collaborated with RTM – titled 'Singgah Dolok'
- 'Pi Monu' (Journey)
- SALCRA 40<sup>th</sup> Anniversary Documentary Film

### 3) Promotion & Publication

- Drafting Chairman's and General Manager's Speeches
- Annual Report
- Newsletter
- Borneo Talk Magazine – SALCRA Article (Jan-Mar 2024)
- Corporate Brochure and Pamphlets
- Rakan Sarawak Article Publication
- Press Kit / Press Release for Press (Reporters)
- Article for local / international magazines (Eg. Sarawak Report)
- SALCRA Book – "The Empirical Details of Its Contribution to The Socio-Economic Development of Rural Sarawak"
- Interview pioneer staff and landowners on success stories
- Radio Talk: '*Sarawak Nuju Pemansang*' Programme

### 4) CSR Activities and Programmes

- Financial aid to the natural disaster victims
- Sekolah Angkat Kelab Pencinta Alam sekitar (NREB & SALCRA)
- Orangutan Adoption Programme
- Donation to NGOs, Sponsorship and Education
- Flood Disaster Relief Committee

### 5) Website and Digital Signage

- Update relevant information / photos, notify staff for latest news in TV
- Focal person for Sarawak Multimedia Authority (SMA) compilation information

### 6) Ceremonies & Events

- Pride of Wheels: Morning Flag Placement, 60<sup>th</sup> Years Sarawak Independence
- MOU Signing between SALCRA and Sime Darby Plantation
- Handing Over of Land Titles (eg. Bau – Lundu & Serian Region)
- Majlis Bersama Timbalan Ketua Menteri at Kem Pueh Sematan
- Appreciation & Welcoming Dinner for SALCRA Chairman, Imperial Hotel
- Chairman Visit to Saratok Oil Palm Estate and Betong
- Chairman Visit to Mayang Breeding & Fattening Farm, Serian
- General Dialogue at Kanowit on SALCRA Development Concept
- MoU Signing between SALCRA and Pertama Ferroalloys at DUN, Sarawak
- Iban Cultural Symposium
- 40<sup>th</sup> Anniversary Golf Invitation Tournament

### 7) Visits by International & National Delegates

- Nuffield Farming Scholars, United Kingdom
- Students from Shinshu University, Japan
- China-ASEAN Chamber of Agriculture Commerce (CACAC)
- Students from Chiba University, Japan
- Students from Newcastle University, UK
- Netherland Ambassador and entourage
- Students from Osaka Nose High School, Japan
- Students from UiTM, Kota Samarahan & ICATS, Kuching
- Emerging Leaders Dialogue Asia 2016

**8) Briefing notes and presentation**

- Presentation to Chief Minister of Sarawak, Assistant Ministers and Permanent Secretary
- Slides for Division Development Committee, Serian
- Presentation on 'Workshop on Sarawak Rural Economic Transformation'
- SALCRA and Land & Survey Department Joint Lab
- Quarterly Fact Sheets

**9) Baseline Study and Social – Economic Impact Assessment**

- Socio – Economic Impact at Serian Region
- Baseline Study at Kumpang – Silik, Sri Aman

**10) Revisit Strategic Planning 2015 – 2025 for SALCRA**

- Lab: Revisit SALCRA Strategic Planning for 10 years' plan
- Presentation on achievement, in progress or need improvement

**11) Annual Budget Objective Setting**

- Lab: Key Focus Area + Key Result Area for yearly target
- Quadrant Analysis: Input, Process, Output and Outcome

**12) Overseeing Media Social Platform**

- Regularly updating and monitoring contents in 5 social media platforms namely Facebook, Instagram, Tik-Tok, You Tube and LinkedIn

**13) Representing the Management for Government / Corporate Events**

- As a representative of the Organisation to attend any relevant invitation, be it a meeting, discussion or corporate function

**14) Tender and Quotation Procedures**

- Involve in calling quotations for service and purchase orders, prepare Contract Strategy Paper, Management Tender Paper and ensure all documentations are accordance to State Government Tendering Process (Green Book)

**15) Focal Person for Dewan Undangan Negeri (DUN) Sitting**

- Prepare Oral Replies for enquiries
- Drafting Winding – up Speech

**16) Yearly Balance Scorecard for SALCRA**

- Ownership for internal communication (website improvement) & Promotion & Publication activities (eg. Brown Bag Programme)

**17) Yearly Budget Setting, Budget Objective and Performance Review**

- Analyse financial variance, parameter review and compilation of yearly performance

**18) Tali Khidmat / Queries**

- Focal Person for any queries – coordinate with the Management to reply any matters arising

**19) Anugerah Kualiti Perkhidmatan Negeri Sarawak (AKPNS)**

- Documentation and presentation
- Key person in handling matters / issues from public

**OTHER MAJOR ACTIVITIES (2006 – 2010)**

- Involvement in Government Transformation Programme (GTP) Sabah & Sarawak Lab (Land Issues), by Malaysia's Performance Management & Delivery Unit (PEMANDU) headed by Datuk Idris Jala
- Outward Bound School (OBS) (12-Day Compact Course), 2010 at Kota Kinabalu, Sabah
- Participated in National Level Kumang Gawai Beauty Parade (Iban Community)
- Heroin in the National Level Gawai 2008 Showcase & Dance Performance at Amphitheatre Kuching
- Participated in Cahya Mata Sarawak Sports and Games (4 x 100m & high jump)
- Judge, Preliminary and semi – Final for Miss Fair & Lovely Gawai Tourism Night
- Judge of Ratu Kebaya Chermaj Jaya College, Kuching
- Finalist of State Level Kumang Gawai Beauty Pageant
- Part – time (Freelance) model for events / shows
- Involvement in Celcom X – Pax Launch in Riverside Majestic

**AWARDS**

- Winner of Miss Fair & Lovely Gawai Tourism Night (GTN) 2004
- Winner for Kumang Gawai Sarawak Dayak Iban Association (SADIA) 2000
- Best Student of 5 Science 3 1997, SMB St. Teresa Kuching
- Recipient for Scholarship of Majlis Raja – Raja (1999/2000)

**REFEREES**

- 1    **MDM. NORMALA BINTI ABDUL MAJID**  
*Legal Officer / Company Secretary*  
Permodalan Satok Berhad, NO. 5, Lot 114, Section 12  
Kuching Town Land District, Jalan Haji Taha  
93400 Kuching, Sarawak (Tel: 013 – 808 0637)
  
- 2    **MDM. JESSICA DE ROZARIO**  
*Academic Teacher at SK Batu Lintang, Kuching*  
106, Taman Genesis Phase 4, Lorong Sin San Tu A5A  
93050 Kuching Sarawak (Tel: 016 – 794 2515)