



## Irwan bin Abdul Rahman

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The University of Texas at Austin, 1996 BSc Communication (Advertising), CGPA 3.5

PPP-ITM Indiana University MUCIA Preparatory Studies, 1994 (Assc Degree, Business)

Maktab Rendah Sains MARA Perlis, 1990-1991

### Summary

#### Media Editorial & Management

With 11 years in editorial & management roles, I offer deep insights on managing reputation in the media, both conventional & digital

#### Creative, Branding & Marketing

My first 4 career years were in ad agencies doing art direction, copywriting & client servicing, for clients such as Tourism Malaysia, IBM, Coca-cola, Ford & Citibank

#### Corporate & Crisis Communications

Mastered the full spectrum of comms functions, from Press matters, event management, CSR, internal & crisis comms

#### Digital, Social Media

One of the earliest bloggers in Malaysia, I represented Malaysia at the ASEAN Bloggers Conference 2011 in Bali, and headed the Petronas Digital & Social Media unit

#### Training, Coaching & Facilitation

I enjoy conducting training & facilitating workshops, especially on exciting subjects such as leadership, personal development & media skills

#### Art & Design

I firmly believe that art has a purpose: to tell stories, stir emotions & influence actions. I illustrate comics, caricatures & editorial cartoons, which appeared in the NST and Malay Mail

#### Public Policy Advocacy & Strategy

Involved in the development of the Social Innovation Policy (part of the 11<sup>th</sup> Malaysia Plan)

#### Storytelling

Equally comfortable in English & Bahasa, I write features, opinion articles, fiction, story boards, reports, news pieces, ads, speeches & more

## Experience

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*August 2023 – Current*

### **Digital Nasional Berhad**

#### **Head, Corporate Communications**

- *Lead all Communication, Branding & Event functions*
- *Develop communication strategy, narrative, speeches & plans*
- *Lead media engagements & assist in key stakeholder management (MCMC, Ministries)*

*August 2022 – August 2023*

### **Bank Pembangunan Malaysia Berhad**

#### **Head, Corporate Communications (Group Strategy & Communications)**

- *Lead all Communication functions for Group*
- *Developed communication strategy & plan, as well as communications-related policies & guidelines for BPMB, post-acquisition of Danajamin*

*February – July 2022*

### **Telekom Malaysia Berhad**

#### **Head, Media Management, Group Strategic Communications**

- *Provided strategic direction & leadership on internal and external communications efforts, focusing on media-related matters*
- *Elevated quality of all communication solutions, in terms of language & design*
- *Provided consultation to senior leadership on communications, supporting corporate & business objectives*

*June 2021 – current*

### **Gagasan Minda Merdeka (NGO)**

#### **Consultant & Trainer**

- *Provide consultation on communication matters to NGO, whose goal is to spread awareness on democracy & building a civic society among Malaysians.*
- *Develop & deliver Communications Skills training to target groups.*

*September – December 2021*

### **Multimedia University, Cyberjaya**

#### **Lecturer (Part-time)**

- *Develop lesson materials & plan*
- *Facilitate & assess Strategic Communications class to 1<sup>st</sup> & 2<sup>nd</sup> year undergraduate students.*

*December 2020 – August 2021*

**Wacana Seni Sdn Bhd**

**Editor-in-Chief/Managing Editor**

- *Set up a new news portal, including establishing the company, building the team (currently at 20 staff comprising editorial, video content, social media, marketing, admin and IT), procuring the resources and tools, setting up the system and processes*
- *Operations began in Feb 2021 with **wacana.my** going live, and entertainment sister portal **waaw.my** in April*
- *Manage the daily editorial content and the marketing initiatives*

*January 2015 – September 2020*

**PETRONAS**

**Planning & Stakeholder Management**

**Head, Media Relations**

**Head, Digital & Social Media Management**

- *Develop communication strategies & lead activation plans to achieve business objectives*
- *Stakeholder Management – build & nurture relationships with the Media, Social Media Influencers, Government agencies & ministries, special-interest NGOs, Oil & Gas industry associations*
- *Manage social media conversations, craft messages & designed creative solutions for media, including digital platforms to promote brand image, advocate programmes & mitigate reputation risks*
- *Was part of Crisis Communications Response Team, managing several international and local issues impacting Petronas' reputation & business*
- *Provide advisory to management on media performance & analytics*
- *Provide training on spokesperson skills, crisis communications, media engagement & social media management*
- *Lead production of the Petronas Activity Outlook 2020 report*

*Aug 2011 - Dec 2014*

**Agensi Inovasi Malaysia (agency under the Prime Minister's Office)**

**VP, Communications & Social Innovation**

Led the social innovation unit to formulate policies on national welfare programme delivery and the social enterprise landscape.

- *Helped to develop the policy to nurture collaboration between the private-, public-, social- and academic sectors in tackling social issues*

- *Organized & conducted on-ground crowd-sourcing programmes (Ureka, Gigih, Storymakers League) to encourage the commercialisation of ideas by grass root innovators and creative enterprises to solve social issues*
- *Wrote/designed content and organized communication/media activities for the agency, including Press releases, advertorials and speeches for CEO and PM*
- *Ghost-wrote bi-monthly column on innovation culture for CEO*

*May 2000 – Mar 2008 / June 2009 - Jul 2011 (1yr stint at iClif\* in between)*

**Executive Editor, Lifestyle & New Media, The Malay Mail**

Managed the features editorial team to deliver multi-media stories on local and international happenings in entertainment, motoring, style, food, health et cetera for daily newspaper & website.

- *Brought together 15 strong writers and designers to form an editorial team highly regarded by the industry*
- *Managed daily assignments & ad placements, edited stories & supervised final production of pages*
- *Led a project to develop a multi-media editorial system for the newspaper*
- *Wrote analysis/opinion pieces, feature articles and news stories*
- *Contributed daily editorial cartoons covering current issues*

*\*Apr 2008 – May 2009*

**Corporate Communications Manager, iClif Leadership Centre, Bank Negara Malaysia**

Strategised, planned and implemented internal and external communications initiatives for the leadership centre.

- *Managed all media relations matters & organised events/branding initiatives*
- *Developed iClif's portal that not only served as a promotional tool for the centre, but also a depository for references for iClif alumni*

*Mar 1997 – Apr 2000*

**Art Director/Copywriter, Spencer Azizul Advertising, Wunderman Cato Johnson Malaysia**

Led creative campaigns for both mainstream and below-the-line media.

- *Created advertising/marketing communications for clients such as Coca-Cola, Ford, IBM, Ericsson, Telekom Malaysia, Tourism Malaysia and TV3*
- *Took on the responsibilities of a Production Manager, dealing with suppliers, colour separators, printers, photographers, video/animation production houses*

## References

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- **Liz Kamaruddin** (*former SGM of PETRONAS Group Strategic Communications*)  
019-2000887 [liz5518@yahoo.com](mailto:liz5518@yahoo.com)
- **Haliza Ahmad** (*former Head of Corporate Communications, Agensi Inovasi Malaysia*)  
019-6757147 [lizaahmad609@gmail.com](mailto:lizaahmad609@gmail.com)
- **Saffura Chinniah** (*former VP of Group Strategic Communications, Telekom Malaysia*)  
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