



Strategic Communications & PR

## Al-mu Syahrisyawal Ahmad

### WORK EXPERIENCE

#### Malaysia Aviation Group | 2023 - PRESENT

##### Manager, Group Communications

Oversees the overall operations of Internal Communications, CSR, employee engagement, reporting, internal events, and issues management. Shares responsibility with the Head of Communications for overall management, manpower planning, and day-to-day operations. Currently, spearheading the expansion of internal communications initiatives across the Group and all operating companies through digital and traditional platforms and physical engagements for top leadership, and ensuring all CSR-related activities are in alignment with the Group's core values.

- Internal Communications
    - Total revamp of content and idea generation to boost interest among employees.
    - Develop new policies and guidelines for the Group and its operating companies.
    - Collaborate with internal stakeholders to organise external and internal events.
    - Manage internal intranet (SharePoint) and other channels
  - CSR
    - Align all initiatives with the Group's vision, values, and sustainability targets, while ensuring impactful community engagements.
  - Editorial & Content Generation
    - Draft and execute internal key messages and leadership communications.
    - Manage internal calendar for all activities, planned postings, and engagements.
  - Events & Coordinations
    - Provide extensive support and management for event planning and execution, multimedia coordination and support including photography, videography and editing, speechwriting, media liaison, and logistics.
- #### Key Accomplishments:
- Continuously creating impactful content for internal audiences with higher audience retention, resulting in increased participation and interest (consistently >35% of MAG population).
  - Total revision of CSR & Internal Communications policies and SOPs to align with shared values and objectives.
  - Orchestrate best-ever two hybrid townhalls in 2023 and 2024, with the latter being completely in-house involving >35% of MAG population.
  - Ongoing revitalisation of the Sports Club.
  - Consistently manage internal management of crises and issues via briefing packs, various notices, and circulars.

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43300 Seri Kembangan

 linkedin.com/in/syawahmad

### EDUCATION

**BA in Broadcasting & Journalism**  
Limkokwing University of Creative  
Technology  
2011 - 2013  
Grade A, 1st Class

### SKILLS

- Proficient in professional English and Bahasa Melayu
- Good knowledge in Microsoft Office and Microsoft 365 applications (Outlook, OneDrive, Teams, SharePoint)
- Experienced and skilled in events management (online & offline)
- Expert knowledge in photography and videography
- Well organised with a high sense of responsibility and dedicated in assigned projects
- Self-motivated and excellent interpersonal as well as networking skills

## REFERENCES

- Juliana Jamaluddin  
Vice President,  
Corporate Communications & Branding  
Wasco Berhad  
juliana.jamaluddin@wascoenergy.com  
+6012 340 9438
- Hafiz Noor  
Head, Brand Communications  
hafiznoor@sime-darbyplantation.com  
+6019 424 8283  
Sime Darby
- Mohsin Taib  
Editor, Business Desk  
mohsin@ntv7.com.my  
+6019 355 6424  
Media Prima Berhad

## WORK EXPERIENCE

### KPJ Healthcare Berhad | 2022 - 2023

#### Corporate Manager & Head of Section, Media & PR

Promoting positive reputation and market presence for KPJ Healthcare to key stakeholders, publishing growth and leadership stories, and managing crises via monitoring.

- Media Management & Public Relations
  - Developed and coordinated media interviews, advertorials, and press releases across various print, online, and broadcast platforms.
  - Conducted daily monitoring and PR value reporting, maintaining a comprehensive media database, and managing media sponsorship requests.
  - Collaborated closely with the Group Marketing team to align PR efforts with promotional activities and campaigns.
- Crisis & Issues Management
  - Formulated and executed tactical action plans to address crises, including the creation of strategy decks, holding statements, and FAQs.
  - Implemented active and passive monitoring strategies to safeguard KPJ Healthcare's reputation, while managing media queries effectively.
- Editorial & Content Generation
  - Crafted compelling internal key messages and leadership communications to reinforce organisational objectives.
  - Developed a content creation calendar for events and story opportunities, producing feature articles, newsletters, and talking points to support company-wide initiatives.
- Support for Events & Coordinations
  - Provided assistance to the Events team in coordinating media engagements, press releases, and multimedia assets for various corporate activities.
- Internal Communications
  - Managed internal stakeholders for both external and internal events, ensuring seamless coordination and execution.

#### Key Accomplishments:

- Media coordination for KPJ Healthcare's achievements and collaborations: -
  - Klinik Wakaf An-Nur (KWAN) CSR - Sustainability Stories
  - Health Tourism exposure
  - Damansara Specialist Hospital 2 Launch with Sultan of Johor as VVIP
  - Pink October Campaign
  - Quarterly Results
  - Exceeded Media Value Index (MVI) / PR Value target for 2022

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## WORK EXPERIENCE

### UEM EDGENTA BERHAD | 2018 - 2022

#### Head of Unit, Assistant Manager, Media & PR and Channel Management

Promoting positive reputation and market presence for UEM Edgenta to key stakeholders and managing crisis via monitoring, planning and organisation of strategic programmes utilising traditional, digital and social media platforms.

- Media Management & Public Relations
  - Development and coordination of media interviews & advertorials in print, online and broadcast publications, media releases, media briefings, daily monitoring & PR value reporting, media database and media sponsorship
- Crisis & Issues Management
  - Strategise and deploy tactical action plans involving strategy decks, Holding Statements, FAQs, media queries and social media game plan
- Editorial & Content Generation
  - Drafting and execution of annual strategic communications plan, content creation calendar in corporate Instagram & LinkedIn, feature articles, newsletters, talking points and in support of Company-wide objectives
- Internal Communications
  - Assisting in developing strategies to promote healthy relationships between employees, solve internal issues, and managing internal stakeholders for external and internal events

#### Key Accomplishments:

- Media coordination for UEM Edgenta's key products and collaborations: -
  - COVID-19 Business Solutions
  - Edgenta NXT, UEM Edgenta's first digital ecosystem platform
  - QuickMed, cloud-based system for primary healthcare management system
  - Private COVID-19 Assessment Centre (CAC)
  - Memorandum of Business Exploration in Saudi Arabia
  - 'Edgenta of the Future 2025' vision
  - Achieved RM27 million in 2021 for Media Value Index (MVI)/PR value
  - Managed five major crises in 2020 and four in 2021 - operational, labour and stakeholder related issues management
- Channels coordination for subsidiaries and supporting departments:-
  - Introduced online and live engagements during pandemic company-wide
  - Developed and launched new company website in November 2019
  - Developed new company intranet via Microsoft Sharepoint in October 2019
  - Built and launched COVID-19 Resource Centre using Microsoft Sharepoint for internal updates in March 2020
  - Developed over 60 videos and content for internal and external consumption

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## WORK EXPERIENCE

### i-WAN MEDIA SDN BHD | 2017 - 2018

#### Assistant Manager, Content

Planning, developing and executing an extensive ad campaign for one of the biggest GLCs in Malaysia for social media, website and billboard.

- Content Development
  - Development and coordination of content based on available archive materials provided by the client for production and artworks relevant to the campaign
- Social Media Content Planning
  - Strategise and deploy relevant content as and when needed for a period of six months
  - Develop schedules and raise issues pertaining to all social media channels involved during the campaign
- Campaign Report
  - Conduct analyses and provide statistics for all relevant information related to the campaign

#### Key Accomplishments:

- Successfully launch the ad campaign across all involved client's platforms: -
  - Social Media (Facebook, Instagram, YouTube)
  - Billboard
  - Website

### MEDIA PRIMA BERHAD | 2016 - 2017

#### Producer, 7Edition & Special Programmes

Overseeing day to day daily primetime news operation on Malaysia's Feel Good Channel, producing special programmes as and when needed, and manage a team of broadcast journalists, assistant producers and production crew.

- 7Edition News
  - Compile, process and edit final stories as well as selecting relevant news to be included in the bulletin
  - Content planning ahead of specific events (SEA Games, Elections, Budget, ASEAN, etc) which include coordinating live crosses, production crew and mobilisation of production team across the country
  - Manage assistant producers and news readers roster to further enhance the look and feel of the news relevant to the content being planned - specific reader/voice overs for specific content

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## WORK EXPERIENCE

- Special programmes
  - Specific content planning to fill up special reports, side programmes and live crosses
  - Editing of content to further refine delivery on live broadcast
- Digital Initiative
  - Develop framework for online reporting, live streaming and immediate reporting to take advantage of social media and online channels to boost reach

### Key Accomplishments:

- Develop framework for online assets
  - Successfully launched 7Edition social media channels
  - Integrated news platform with online channels to enhance online reporting
  - Developed ways for broadcast journalists, assistant producers and production crew to communicate better using news platform and created more efficient process to produce reports
- Produced Budget 2017 Special Programme
  - Successfully produced a 6-hour special programme to cover the Parliamentary Budget announcement by the Prime Minister, which included special reports, live crosses and infographics

## BLOOMBERG TV MALAYSIA | 2016 - 2016

### Newsdesk Producer

A blend of planning, developing and deploying economy and business-related content to feed the Bloomberg network as well as live broadcast on Astro.

- Content Development
  - Compile, process and edit final stories as well as selecting relevant news to be included in the daily broadcast and online portal
  - Manage talents and guests to appear on daily live shows with precision quality and content to support daily topics
  - Connect with the extensive Bloomberg network to analyse, corroborate and produce reports
  - Produce international standard content for global and top leaders consumption

### Key Accomplishments:

- Special Coverage of 1MDB
  - Deployed on the field to assist anchors in developing stories and corroborate information with relevant authorities on the 1MDB scandal
- Introduced more prominent Malaysian leaders to the Bloomberg network
  - Including GLC heads, MPs and Ministers

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## WORK EXPERIENCE

### ntv7 | 2011 (Trainee), 2014 - 2016

#### Broadcast Journalist

Covering daily news and produces special reports and programmes relevant to Edisi7 (Bahasa Malaysia) and 7Edition (English).

- Investigative Journalism
  - Part of special investigative team to research on issues and produce special reports with follow-ups
  - Manage talents and guests to appear on special talkshow sessions
  - Connect with government officials, top leaders and communities to produce stories and special reports
- Live Crosses
  - Produced live coverage on the field and corroborate information on the go
  - Live interviews with guests on set and on location

#### Key Accomplishments:

- Special Coverage of MH370 & MH17
  - Deployed on the field (Australia & KLIA) to develop extensive content and conducted live reportings on the two airplane tragedies
  - Produced 90 Days On - a special documentary on MH370 disappearance after 90 days of going missing
  - Produced Plight of the Phoenix: Finding MH370 - a special documentary on MH370 disappearance after one year days of going missing (nominated for Best Videography & Editing in ASK2015)
  - Produced MH17 Special - a special documentary on the MH17 tragedy with special focus on the victims' families
- Special Coverage on GE13 Election
  - Produced special reports for the GE13 election covering Klang Valley
- Special Coverage on Homeless in Klang Valley
  - Produced continuous special reports on the Homeless issues in Klang Valley
  - Joined NGOs to experience the situation first hand

### TRAFFIC MAGAZINE ONLINE | 2009 - 2011

#### Journalist / Website Manager

Covering motoring news, managing the online portal (Wordpress CMS), and produced video/photo content

### CARS, BIKES & TRUCKS | 2008 - 2009

#### Journalist

Covering weekly motoring news and produced content for online portal.



## Portfolio

### MEDIA RELEASES / STORIES PUBLISHED

The production of media releases for the current portfolio is focused on business outlook, growth strategy, financial performance and supporting the Company's initiatives in its Corporate Responsibility efforts while aligning with the ESG framework.



#### KPJ Healthcare's aims to sustain growth for FY22, driven by digital transformation

By NST Business - May 5, 2022 @ 1:05pm



#### KPJ Healthcare expects strong second half on bed occupancy



#### KPJ Healthcare appoints new chief commercial officer

By NST Business - August 16, 2022 @ 2:08pm



#### KPJ named Best Hospital of the Year in Malaysia for 2022

Surin Murugiah / theedgemarkets.com  
August 18, 2022 12:58 pm +08



#### KPJ Healthcare sees demand surge from its health travellers



#### Dua hospital KPJ Healthcare terima anugerah

Oleh KOSMO! 13 Oktober 2022, 6:03 pm



#### Malaysia's medical tourism back on track, say healthcare providers

Cheryl Poo / The Edge Malaysia  
October 19, 2022 14:00 pm +08



#### CFO KPJ Healthcare dapat pengiktirafan dunia

September 27, 2022 @ 9:51pm



#### KPJ Healthcare offers multi-faceted growth via its School of Pharmacy

By Asila Jalli - October 19, 2022 @ 4:21pm



#### KPJ Healthcare spearheads technology breakthroughs for specialist treatment



#### KPJ 2Q net profit triples



#### KPJ Healthcare's Norhaizam Mohammad wins Malaysia's Best Emerging Woman CFO in healthcare



#### Leading the way in redefining healthcare

Sponsored Content / The Edge Malaysia  
July 11, 2022 00:00 am +08



#### Demand for healthcare services buoys outlook for KPJ Healthcare



#### KPJ Healthcare Jemput Masyarakat Riau Berkunjung ke Sumatera Tourism Fair

KESEHATAN | Kamsi, 29 September 2022 - 11:51 WIB



#### Keuntungan bersih KPJ Healthcare naik tiga kali ganda

Oleh Hazwan Faizal Mohamad - Ogos 29, 2022 @ 5:02pm  
hazwanfaizal@mediaprima.com.my



#### KWAN bantu 44,005 pesakit kurang berkemampuan

Oleh KOSMO! 19 Ogos 2022, 4:01 pm

## Portfolio

### MEDIA RELEASES / STORIES PUBLISHED

The production of media releases for past portfolio is focused on business outlook, growth strategy, financial performance and supporting the Company's initiatives in its Corporate Responsibility efforts while aligning with the ESG framework.



## UEM Edgenta perluas HSS

Usaha berkembang  
perniagaan  
khidmat sokongan  
penjagaan kesihatan

meningkatkan jumlah kontrak yang banyak pada tahun kewangan berakhir 31 Disember 2021. Pengarah Urusan dan Ketua Pegawai Eksekutifnya, Syahrissyawal Ahmad, berkata HSS mewakili 60 peratus kontrak baharu yang diperoleh UEM Edgenta pada 2021 daripada segi sambutan tertentu pada 2021 daripada sejumlah RM1.00 bilion kontrak baharu yang diperoleh secara global. "Pada masa sama, kami menjangka lebih banyak peluang dalam perkhidmatan hospital atau penjagaan kesihatan yang membolehkan UEM Edgenta menjadi sebahagian dalam pelbagai bilangan 2021 berbanding RM12.49 juta tahun sebelumnya. Hasil syarikat itu meningkat 13 peratus kepada RM42.20 bilion daripada RM37.00 bilion sebelumnya berdasarkan didorong pengembalian dalam HSS. Bagi saki bungkut berakhir 31 Disember 2021, keuntungan ber-

24 February 2022

[UEM Edgenta Boosts Net Profit to RM43.8 Million in FY2021, Declares 3.00 Sen Dividend](#)



CORPORATE NEWS 01 Sep 2021 | 12:26 PM

**UEM Edgenta aims for 12% annual revenue growth in next five years**



BUSINESS Sep 1, 2021 @ 4:21pm

**UEM Edgenta to keep focusing on three pillars**



**UEM Edgenta to resume paying dividends in FY21, paying out 50%-80% of PATANCI**

1 September 2021

[UEM Edgenta Optimistic of Long-Term Growth Through Digital & Sustainable Innovative Solutions](#)



**QuickMed penyelesaian penjagaan kesihatan digital**

28 August 2021

[UEM Edgenta Builds Industry Resilience with Sustainable and Innovative Healthcare Solutions](#)



**UEM Edgenta swings back to profit in 2Q**



**UEM Edgenta catat pendapatan RM1.0 bilion separuh pertama 2021**

26 August 2021

[UEM Edgenta Posts First Half Revenue of RM1.0 Billion](#)



**UEM Edgenta sees up to 30% order book growth in FY22, backed by healthcare support service, international segments**



**Terokai perniagaan perkhidmatan sokongan penjagaan kesihatan**



**UEM Edgenta net profit jumps three-fold to RM43.8 mln in FY2021**



Home / Business / News / UEM Edgenta launches digital ecosystem platform

**UEM Edgenta launches digital ecosystem platform**

Friday, July 30th, 2021

**More digital healthcare opportunities for UEM Edgenta**



EKONOMI HARTANAH KEWANGAN KORPORAT PRODUK

**UEM Edgenta lancar platform ekosistem digital pertama**

28 July 2021

[UEM Edgenta Launches its First Digital Ecosystem Platform – Edgenta NXT](#)



BUSINESS

**UEM Edgenta included in FBM EMAS index, four thematic indices**



UEM Edgenta included in FBM Emas Index

**UEM Edgenta included in FBM Emas Index**

20 June 2021

[UEM Edgenta Included in FTSE Bursa Malaysia EMAS Index and Four Thematic Indices](#)



**Looking to bounce back**

By DANIEL KHOO



BUSINESS

**UEM Edgenta posts net profit of RM6.7 mln in Q1**

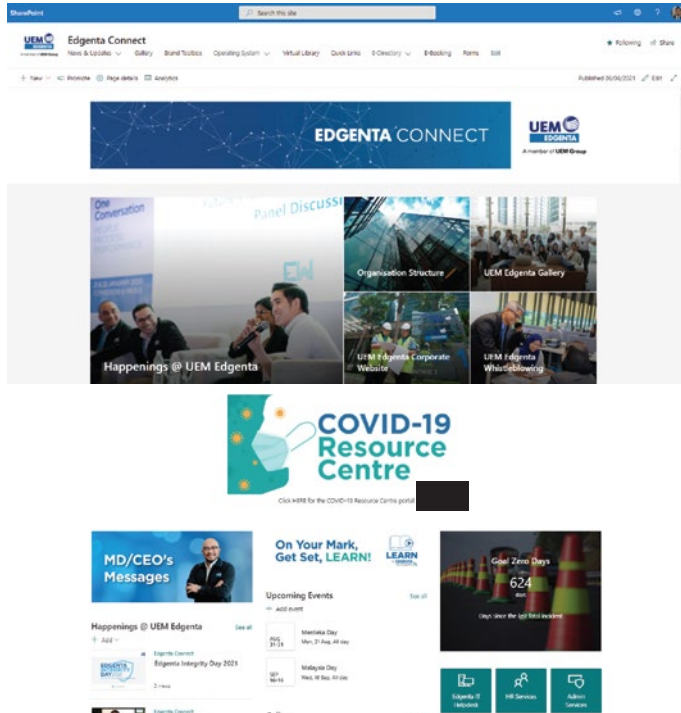
27 May 2021

[UEM Edgenta Remains Resilient, Posts Net Profit for Q1 FY2021](#)

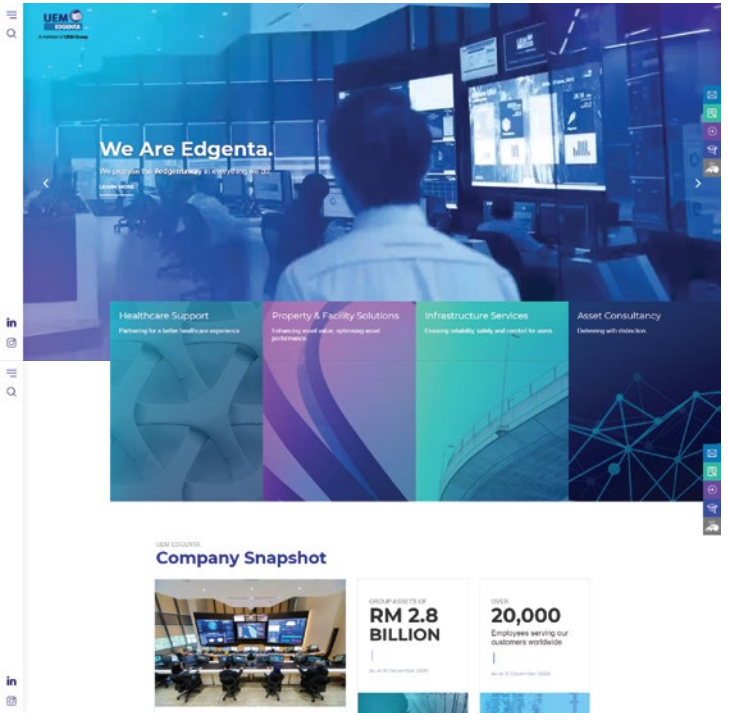


# Portfolio

## PROJECTS DIRECTLY INVOLVED



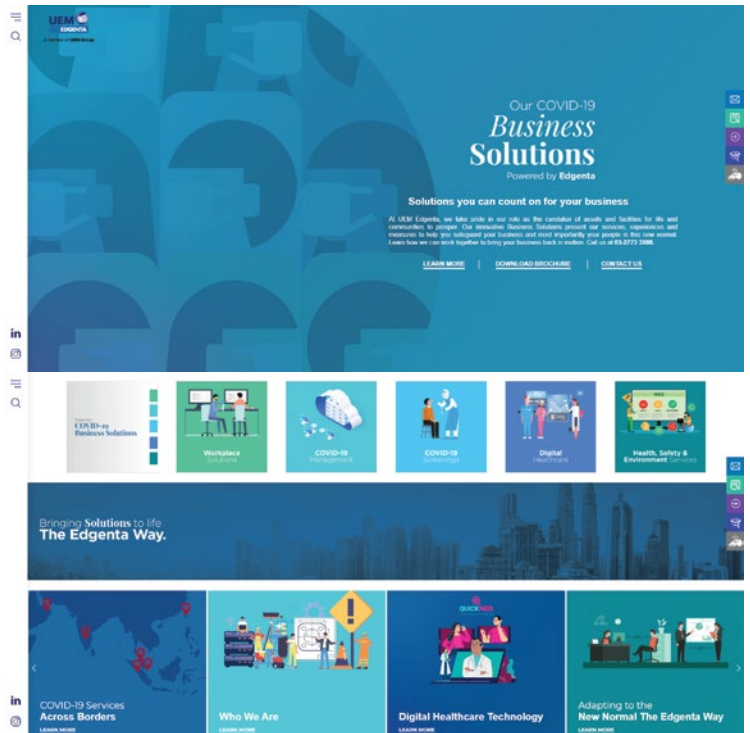
UEM Edgenta's intranet using Sharepoint (built and maintained)



UEM Edgenta's website (worked closely with agency to develop, currently maintained it myself)



UEM Edgenta's COVID-19 Resource Centre (built and maintained)



COVID-19 Business Solutions (designed and maintained it myself)