

Fernie Jasmine Abdul Ghani

No. 7, Jalan Bait, U8/1B, Bukit Jelutong, 40150 Shah Alam, Selangor, Malaysia. | +6 013 300 1252 | fernije.jasmine@gmail.com



Professional Summary

Experienced leader with expertise in branding, marketing, and communications, accomplished in implementing integrated marketing strategies. Passionate about creating impactful, engaging and memorable campaigns, making meaningful connections with target audiences. Results-driven and highly motivated to achieve personal and professional goals. Analytical thinker and creative problem-solver, with a track record of consistently exceeding key performance indicators. Exceptional people skills, connecting with individuals at all levels, fostering collaboration, and inspiring team members to excel.

Specialties:

- Strategic marketing, data-driven marketing, performance marketing, content marketing.
- Brand strategy, management and governance.
- Communications, reputation management, public and media relations.
- Team leadership and stakeholder management.
- Budget planning and financial analysis.
- Multicultural and international marketing.
- Digital marketing and e-commerce strategy.
- Event management and sponsorship/partnership development.
- Market research and customer insights.

Experience

Axiata Group | Head, Group Strategic Communications and Marketing

Nov 2021 - present

As a result of the merging of two departments, currently leading a new department managing end-to-end communications including Corporate Comms, Marketing Comms, Brand Comms and Internal Comms for Axiata Group. Expanded scope includes all responsibilities from previous role, with the addition of:

- Annual comms planning and budgeting, resource management, team performance, process improvement, risk management and compliance, and stakeholder management.
- Ownership and end-to-end management of Integrated Annual Report Suite, including Board Committee secretariat, content development, photography, editorial, production, marketing campaign and media engagement.
- Responsible for media relations, networking, engagement, briefings, and strategic interviews, including quarterly results press conferences and press releases.
- Managing Corporate brand and supporting OpCo brands on crisis communications and media monitoring.
- Manage owned media platforms communications plan, weekly calendar and content execution, including websites, social media, and internal comms.

Axiata Group | Head, Group Brand and Marketing

Sep 2016 - present

Lead brand and communications for Axiata group of companies, including:

- Custodian of Axiata Group brand architecture, CI, licensing, and trademarks, for Axiata corporate brand and sub-brands.
- Responsible for Axiata corporate brand reputation and building Axiata's brand equity as a trusted regional brand and one of Malaysia's most reputable brands.
- Own Group-level brand presence and marketing communications through the strategic execution of thought leadership initiatives, brand campaigns, and always-on digital media.

- Brand Tracker & Voice of Customer corporate scorecards setting and measurement, for all operating companies within the Group, including brand health, social sentiment, and NPS.
- Own and manage agency selection, appointment, contracting, performance, and overall relationship, including brand, creative, web, social and research agencies.
- Provide central marketing support, set Groupwide policies and procedures, and lead inter-company synergy initiatives for operating companies across the region.
- End-to-end management of strategic events, partnerships, and sponsorships, including content planning, media planning, promotion and logistics of corporate events and forums.

Key Achievements:

- Won Malaysia CMO Award 3 years back-to-back (2019 – 2021) for Best Marketer in Sustainable Brand Marketing (2021) and Festive Communications (2019 & 2020).
- Won NACRA Excellence Award (Silver in 2021, Gold in 2022) for Axiata Integrated Annual Report Suite.
- Won 3rd place in PWC Malaysia Building Trust Awards 2021.
- Executed “Advancing to Zero” sustainability campaign, winning #BestofTweets 2021 Malaysia award for driving positive change in society.
- Executed “Getaran Pertama” brand campaign, garnering RM5mil PR value, and winning a silver at Appies 2020 and a gold at Marketing Excellence Awards 2020.
- Executed “Kites 2.0” brand campaign in conjunction with Axiata 10th Anniversary, winning a bronze at Markies 2019 and silver at Marketing Excellence Awards 2019.
- Won Chairman’s Award 2018 for exceptional performance and contribution to Group.
- Won CEO Award 2017 for exemplary performance and contribution to Group.
- Conducted two cycles of creative agency pitch exercise and appointed AoR for Creative services and Digital services in 2017, achieving 20% savings on agency retainer fees, and in 2021, with further 10% savings in retainer fees with increased scope of work.
- Launched Axiata Facebook and Twitter presence, building fanbase to >250,000 within 3 month. Launched Axiata LinkedIn presence in 2019 and Instagram in 2021, supported by always-on media for continuous brand engagement.
- Secured Axiata Arena sponsorship deal, Malaysia’s first venue naming rights sponsorship in 2017.
- Established brand tracker research and social listening platform within first quarter of joining, showing a steady growth in Axiata brand awareness and social presence across Asia in the last 5 years.
- Successful collaborations with strategic partners on global events, such as GSMA Mobile World Congress and TM Forum’s Digital Transformation World events. Led successful corporate events, such as the annual Axiata Senior Leadership forums and ada’s Re.con customer events throughout SEA, setting the bar for a new standard of events management at Axiata.

Maxis Berhad | Head of Marketing, Brand Maxis

Jun 2010 – Aug 2016

Head a team of communications specialists for brand Maxis, supporting mobile postpaid, roaming, enterprise solutions, devices, broadband, and value-added services. Responsibilities include brand and comms strategy, 360 campaign execution, media mix and budget management, managing team performance, creative agency performance, resource allocation, cost effectiveness, and quality.

Key Achievements:

- Consistently maintained Brand Equity Index at 4.0 and above.
- Awarded silver at Appies 2016 for Maxis Zerolution campaign, Malaysia’s first device-leasing postpaid plan.
- Awarded “Brand of the Year” at Malaysian Effies 2015.
- Awarded 6 bronze Kancils for “This is My Name” CNY campaign 2015.
- Ranked Malaysia’s 3rd Most Valuable Brand 2012 by Interbrand. The highest ranked non-bank brand, with brand equity of RM10bil.
- Awarded “Gold – Network Communications” for the 3rd consecutive year at the Putra Brand Awards 2012.
- Awarded “Brand of the Year” at the Putra Brand Awards 2011.
- Awarded Reader’s Digest “Most Trusted Brand” for Telco category in 2010.

- Develop and manage the execution of the annual brand communications calendar and budget since 2010 (approximately RM100mil/annum).
- Developed Brand Corporate Identity and Guidelines book.
- Executed a creative agency pitch for brand Maxis in Q4 2011, including pitch brief, process flow, evaluation, appointment and contract negotiations.
- Successful end-to-end implementation of marketing campaigns, to meet business and/or brand objectives, including TVCs, digital, print, radio, and billboard & ambient advertising to support brand objectives and business requirements.

Maxis Berhad | Head of Marketing, Enterprise Business

Jan 2007 – Jul 2010

Managed a team of marketing specialists within Maxis Business Division in executing Go-to-Market plans to achieve business objectives. Responsibilities include Maxis Business' communications strategy and plans, team performance, creative agency performance, PR agency performance, resource allocation, marketing budget, and management reports.

Key Achievements:

- Built from scratch an on-ground go-to-market team, including developing processes and sales tools. This "engine" contributed >50% of monthly sales.
- Executed a re-branding campaign for Enterprise Business including internal communications, direct communications, online, and above-the-line campaign.
- Implemented annual media campaigns for Enterprise Business including customer testimonials and management interviews in business and lifestyle press for Corporate and SME segments.
- Manage and resolve performance issues with creative agency and media agency, improving agencies performance year-on-year.

Maxis Berhad | Product Marketing Manager

Jan 2003 – Dec 2006

Manage Go-to-Market implementation of Maxis Broadband and Mobile services for the enterprise market. Responsibilities include product launch, product positioning, pricing & packaging, promotions & bundling, marketing communications, and formulating acquisition & retention programs.

Key Achievements:

- Successfully launched Maxis' BlackBerry service in December 2004. Exceed 150% of business case targets for Year 1-3, establishing Maxis as the undisputed leader for BlackBerry in Malaysia.
- Executed a "first ever" testimonial advertising campaign with 4 high-profile C-level customers on Maxis' BlackBerry solution, including conducting personal interviews and advertisement campaign development.
- Successfully launch Maxis 3G Connect in April 2005, the first 3G service ever to be introduced in Malaysia. Achieved subscriber base of 1,000 subs within 3 months, despite extremely limited coverage.
- Successfully launched Maxis Mobile Office service in April 2004, Maxis Enterprise SMS service in July 2004, and Maxis' WiFi service in March 2003 which exceeded 120% of target subscriptions in Year 1.

Maybank Berhad | Assistant Vice President, Sales & Marketing

Jan 2002 – Dec 2002

Managed the sales and marketing teams for Maybank Cash Management & Desktop Banking, an e-banking channel for corporate and commercial customers.

Key Achievements:

- Streamlined sales processes and reduced lead-time from 4 to 1 month.
- Grew average monthly sales performance of Maybank Desktop Banking by 150%.
- Develop and manage marketing plans and budgets. Launched a joint-marketing program with Credit Card Merchant Business unit to grow e-banking enterprise customer base by 200%.
- Managed marketing and advertising agencies on marketing collaterals, advertising creatives and promotion implementation.
- Launched 'Maybank2e.net', a web-based Cash Management system in December 2002. 'Maybank2e.net' was awarded the "Best Local Bank e-Banking System for Businesses" in 2003.

Arthur Andersen Business Consulting | Business Development Manager Jan 2001 – Dec 2001

Managed key accounts in the sales funnel, specializing in the Government, Healthcare, and Telecommunications sectors. Contributed to the closing of 3 major projects within 9 months. Translate opportunities into leads through marketing activities. Track leads through the sales funnel, improving conversion rate by 10% and reducing cycle time by 15%. Managed an internal project to set up the ASEAN Sales Database. Responsible for project planning, costing, deliverables submission and resource allocation.

Arthur Andersen Business Consulting | Senior Consultant Feb 2000 – Dec 2000

Specialising in Strategy solutions. Led the Program Management Office for a multi-million ringgit project spanning 5 industries in 5 ASEAN countries, responsible for project costing, billing, resource allocation, quality of deliverables, timely submissions, and client issues. Led data gathering efforts; standardised data requirements and gathering process, and completed data collection within tight deadline. Performed extensive analysis of trade statistics of 5 ASEAN countries, including Intra-Industry Trade analysis, Intra-ASEAN Trade analysis, and market orientation of 5 manufacturing industries in ASEAN. Conducted extensive economic analysis on manufacturing statistics of 5 ASEAN countries, such as Capital Productivity, Labor Productivity, and Efficiency Ratio.

Hewlett Packard Sales | Consumer Market Development Manager Oct 1997 – Dec 1999

Managed the HP DeskJets & ScanJets business in Malaysia and held sole responsibility for quota attainment. Created annual business plans covering strategies on forecasting, inventory management, channel management, product pricing and positioning, distribution, and marketing with the objective of growing market share while maintaining a profitable business.

Met 100-120% annual quota of US\$5-6 million and achieved market share growth in high-end printers from 35% to 50%. Ran high-profile cross-marketing programs with MTV, McDonald's, and Disney, resulting in incremental sales of 30% - 50%. Expanded distribution and retail channels, implemented channel loyalty programs, and maintained high channel inventory turnover (<30 days).

Epson Trading | Marketing Executive Jun 1996 – Sep 1997

Product management of Epson's imaging products with an annual quota responsibility of US\$2 million. Implemented an end user awareness campaign for imaging products through advertising and in-store merchandising resulting in an increase in sales by 30% while maintaining stock inventory at <40 days.

NEC Sales | Marketing Executive Mar 1995 – May 1996

Account management of 20-30 corporate dealers. Deal attainment tracking, pricing quotation and order fulfillment. Consistently met a minimum monthly target of RM500,000 in PC and notebook sales. Recruited 7 new corporate dealers based on strategic locations, contact base, financial strength, and business potential.

Education

Northwestern University | Chicago, Illinois, USA

1991 – 1995

Bachelor of Arts, Economics and Psychology (CGPA: 3.62)

Skills

- Leadership: People management, performance management, team dynamics, stakeholder management. Completed Axiata's Leadership Development Program, with training provided by Harvard Business Publishing and Insead. Trained in Maxis' Next Generation Manager program.
- Functional: Brand management, integrated marketing, reputation management, media planning, communications, PR, corporate reporting
- Business: Business planning, financial analysis, revenue management, operational excellence
- Digital: Digital marketing channels including Programmatic, Search, Display, Video, Mobile, In-App, Social, etc. Google Adwords and Facebook Blueprint certified.
- Process: Trained in Six Sigma Blue Belt, developed new processes for "first ever" products.
- Personal effectiveness: Trained in and avid practitioner of Stephen Covey's 7 Habits of Highly Effective People.
- Research: Quarterly brand tracker, ad tracker and NPS, manage Social Listening dashboards, adhoc consumer insights research.
- Public speaking: Multiple appearances in major local trade press (print and TV), hosted and invited as speaker, mentor, and judge at various industry events.