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A. OBJECTIVE

To seek opportunities for career enhancement.

B. SUMMARY

Results-oriented, high-energy, hands-on professional, with exposure in **property, retail business, government sector, and three media conglomerates**. Vast experience in financial planning & expense management, brand & reputation management, project management & planning, media & advertising, stakeholders management, and editorial.

Experienced in rapport-building with regulators, Government, and Government-Linked Companies (GLCs) in various industries (Property, Finance, Healthcare, Broadcasting).

C. WORKING EXPERIENCE



PR1MA CORPORATION MALAYSIA (2021 - present)
Position: Head, Corporate Communications

Responsibilities:

1. Developed and executed comprehensive communication strategies to align with PR1MA objectives and goals.
2. Managed media relations, including issuing press releases, organising press conferences, and responding to media inquiries.
3. Led successful public relations campaigns to promote PR1MA affordable housing projects and enhance the Corporation's public image.
4. Ensured effective internal communication, keeping employees informed about PR1MA activities and achievements.
5. Developed and implemented crisis communication plans, maintaining transparency and safeguarding PR1MA reputation during challenging situations.
6. Managed and maintained PR1MA social media presence, engaging with the online community and responding to queries.

7. Supervised the creation of communication materials, ensuring consistency in messaging and branding.
8. Collaborated with government agencies and stakeholders to align communication efforts with national housing policies.
9. Engaged with various stakeholders, including the public, NGOs, and community groups, to build support for PR1MA affordable housing initiatives.
10. Monitored and evaluated the effectiveness of communication efforts, making data-driven improvements to strategies.
11. Managed the budget for the corporate communications department, optimising resource allocation.
12. Promoted Corporate Social Responsibility (CSR) initiatives in alignment with PR1MA mission and values.



PROTECTHEALTH CORPORATION SDN BHD (2018 - 2021)
 Position: Head, Corporate Communications

Responsibilities:

1. Brand Development

- a. Developed and sustained the Company's brand as a new Government subsidiary under the Ministry of Health, Malaysia.
- b. Developed the Company's trademark and branding collateral as a start-up organisation.
- c. Developed and maintained the Corporate Identity (CI) of the Company.
- d. Leading a team in developing and maintaining the brand of one of the Government's national agenda, Skim Peduli Kesihatan untuk Kumpulan B40 (PeKa B40), an initiative by the Government through the Ministry of Health aimed at addressing the health needs of the lower-income, focusing especially on non-communicable diseases (NCDs).

2. Media Management / Advertising & Promotion

- a. Significantly involved in fostering public-private partnerships in managing Private Medical Practitioners' participation in the National COVID-19 Immunisation Programme.
- b. Leading the team in developing a communications plan to propagate the PeKa B40 scheme in ensuring the information reaches the targeted 5.2 million B40 population.
- c. Implemented the communication plan which involved Above-The-Line (ATL) and Below-The-Line (BTL) platforms.
- d. Applied advertising and promotion strategies with high impact but low financial investment due to the challenges in Government funding.
- e. Planned and executed media interviews for mainstream TV, radio, newspapers, magazines, blogs, and social media.
- f. Implemented outdoor advertising for wider coverage which involved nationwide billboards (digital and conventional).

- g. Played a role in rapport-building with media practitioners to ensure good news coverage and secured complimentary news slots and talk shows.

3. Digital Communication Initiatives

- a. Developed digital communication campaigns and strategies and oversaw the implementation.
- b. Applied Search Engine Optimization (SEO), Search Engine Marketing (SEM), and Google Display Network (GDN) to optimize the reach to beneficiaries and the public at large.
- c. Led the management of social media via Facebook, Instagram, and Twitter which involved media planning, content development, execution of campaigns, and responses to inquiries.

4. Stakeholder Engagement

- a. Organized initiatives to foster ties and help develop strategic alliances and collaborations with other Ministries, Government agencies, GLCs, private clinics, NGOs, and private retailers to promote PeKa B40 to a more targeted group.
- b. Significantly involved in preparing and coordinating responses for Parliament, Cabinet, Post-Cabinet, and other high-level meetings.

5. Marketing

- a. Played a major role in strategizing, managing, and evaluating marketing initiatives tailored to different demography and social backgrounds in each state.
- b. Monitored and observed marketing strategies by all Regional Heads through regular checkpoint meetings to achieve targeted numbers.

6. Project Planning & Management

- a. Organized weekly PeKa B40 Outreach Programs (on-ground health screening events) with the collaboration of General Practitioners, private labs, and strategic partners.
- b. Involved in roadshows, booth activities, exhibitions, and on-ground brand activation.

7. Manpower & Resources Planning

- a. Identified adequate manpower and resources to ensure that all communications and marketing plans are rolled out with quality, timely, and successfully achieving targeted objectives.
- b. Determined the skillset required and identified the right personnel in the team to execute the initiatives.



MEASAT BROADCAST NETWORK SYSTEMS SDN BHD (2017)

Position: Assistant Vice President, Stakeholder Management, Community Affairs

Responsibilities:

1. Stakeholder Engagement

- a. Played a significant role in strategizing and executing initiatives under the brand of Astro Kasih based on four focus areas: Lifelong Learning, Community Development, Sports & Wellness, and Environment.
- b. Led the Inspire ASEAN project (women empowerment business plan competition), with international involvement of non-profitable organization bodies (UN, UN Women, UNDP, ASEAN Secretariat, etc.), international broadcasting organizations, telcos, and other partners from ASEAN countries.
- c. Managed Astro Kasih Kem Badminton, as part of Sports & Wellness initiatives covering Malaysia & Indonesia participants' selection. Involved in a diplomatic arrangement with the Badminton Association Malaysia and Nippon Badminton Association, Japan for the Malaysia-Japan Youth Development Program.
- d. Managed and fostered key relationships with non-regulatory-related government bodies, authorities, and corporate and business contacts.
- e. Significantly involved in planning and executing campaigns that are impactful to the community with the involvement of ministries, such as the Anti-Bullying Campaign through strong partnerships with PDRM, Ministry of Education, Ministry of Youth & Sports, and Astro Talents (TV, Radio & Digital) as ambassadors.
- f. Provided personalised customer service experience to VIP/corporate customers which promises end-to-end processes within 24 hours turnaround time.
- g. Developed and formulated operation policies as well as activities for VIP customers to ensure a consistent effective customer management strategy.

2. Media Airtime

- a. Involved in identifying possible collaboration and airtime sponsorship from the stakeholders, particularly the ministries and government agencies to achieve departmental and company-wide business goals.
- b. Managed the coordination of the airtime campaign for Astro group of companies such as TV, radio, and digital.

3. Corporate Events, Tours & Visits

- a. Organized initiatives to foster ties and help develop strategic alliances and collaborations with ministries, NGOs, and pressure groups through corporate events and tours.
- b. Formulated strategies to enhance the Astro Tour experience to portray Astro as a sophisticated and well-presented organization through efficient and polished hosting.

4. Employee Volunteerism

- a. Played a major role in evaluating, managing, and strategizing support of events/programs with internal and external parties which are in line with Astro's four Corporate Responsibility pillars (Lifelong Learning, Community Development, Sports & Wellness, and Environment) to enhance the reputation of Astro as a responsible corporation.



TAKAFUL IKHLAS BERHAD (2011 – 2017)

Position: Assistant Vice President, Corporate & Marketing Communications

Responsibilities:

1. Financial Planning and Expenses Management

- a. Planned and exercised prudent budget utilization in all initiatives while optimizing the achievement of business objectives.
- b. Managed to save 20% of the Company's budget utilization in 2016 while sustaining brand exposure. The company's performance increased compared to the previous year.

2. Brand & Reputation Management

- a. Played a significant role in conceptualizing and planning for optimum Company's brand visibility in the market via the use of printed, electronic, and digital platforms.
- b. Explored alternatives for elevating the Company's brand and reputation via partnership/collaboration with esteemed organizations in various initiatives including CSR and customer engagement activities.
- c. Involved in a split branding exercise in 2016 where the Company is embarking on business license splitting in line with Bank Negara Malaysia's direction.

8. Marketing Communications

- a. Provided communication direction to support the marketing initiatives based on the business objectives.
- b. Led the marketing communications initiatives such as Minggu Saham Amanah Malaysia, MoU, and awards ceremony.
- c. Successfully launched and implemented a communication strategy for numerous Takaful products in Malaysia.

9. Project Planning & Management

- a. Oversee the entire execution of projects/events end to end successfully.
- b. Led the communication team in numerous Company's special projects involving change management, core system migration, and enhancement to stakeholder management/engagement.

10. Media & Advertising Planning

- a. Proposed and developed the media plan following the business direction and values of the Company through multiple platforms (printed, electronic, and digital).

11. Internal & External Stakeholders Management

- a. Established and continuously maintained rapport with all internal and external stakeholders of the department for a smooth operation and execution of initiatives
- b. Played the role of the intermediary between the department and internal/external stakeholders i.e. business unit leaders, Chairman's office, holding company (MNRB), Malaysian Takaful Association (MTA), Permodalan Nasional Berhad (PNB), Bank Negara Malaysia (BNM), etc.

12. Digital Communication Initiatives

- a. Developed digital communication campaigns and strategies and oversaw the implementation.
- b. Led the digital communication team together with appointed agencies to do research, and recommendations, and facilitate planned updates to corporate websites to systematically improve the content, design, and functionality of the site.
- c. Managed the revamp and ongoing operations of the corporate website: www.takaful-ikhlas.com.my and e-IKHLAS transactional portal: www.eikhlas.com.my
- d. Initiated regular discussions with marketing channels to drive traffic to the e-IKHLAS portal to increase business transactions.
- e. Applied Search Engine Optimization (SEO), Search Engine Marketing (SEM), and Google Display Network (GDN) to optimize the reach to existing and potential customers.
- f. Introduced the Company to digital marketing through Facebook in 2015. For less than two years after the launch, the Facebook account managed to garner more than 100,000 likes, with an average of 100 engagements per posting. FB: [Takaful Ikhlas Berhad](https://www.facebook.com/TakafulIkhlasBerhad)
- g. Applied the online-to-offline business strategy that draws potential customers from online channels to physical service counters and front liners.

13. Editorial

- a. Reviewed the Company's written collateral that can best disseminate the Company's intended messages internally and externally
- b. Proposed and developed the Company's intended messages to be used on all platforms
- c. Worked closely with relevant business units and other personnel in developing written materials for the Company

14. Manpower & Resources Planning

- a. Identified adequate manpower and resources to ensure that all communications and marketing plans are rolled out with quality, timely, and successfully achieving business objectives
- b. Determined the skillset required and identified the right personnel in the team to execute the initiatives



MINISTRY OF SCIENCE, TECHNOLOGY & INNOVATION (2010 - 2011)
Position: Pegawai Tadbir & Diplomati (PTD), M41, Administration Division

Responsibilities:

1. Asset Management

- a. Led the asset management for all agencies under MOSTI which includes Malaysian Meteorological Services, Malaysia Nuclear Agency, the Department of Chemistry

- Malaysia, the National Space Agency, the Atomic Energy Licensing Board, the Department of Standards Malaysia, and the Malaysian Remote Sensing Agency.
- Provided consultation and guidelines of asset management for GLCs governed by MOSTI such as MIMOS Bhd, SIRIM Bhd, Malaysia Biotechnology Corporation, etc.
 - Managed supply and storage of office utilities.
 - Secretariat of Jawatankuasa Pengurusan Aset dan Stor Kerajaan (JPAK).
 - Secretariat of Jawatankuasa Ruang Pejabat.
 - Managed the appointment of stock verification and inspection board.

2. Monitoring & Coordination of the Ministry's Administration

- Played a significant role in coordinating a national scale event, Malaysia Inovatif 2010.
- Coordinated and implemented activities in compliance with the Pekeliling Kemajuan Perkhidmatan Awam (PKPA).
- Secretariat for the Mesyuarat Pegawai Kanan.
- Implemented the relevant PKPA and standing orders from time to time.
- Managed administrative, logistics, office tasks, and maintenance.
- Managed and coordinated special programs such as monthly assemblies, Hari Bertemu Pelanggan, and interactive talks.



MEDIA PRIMA BERHAD (2010)
Position: News Presenter, TV3

Responsibilities:

- News presenter for TV3 Buletin Pagi, Berita Terkini, and Biz World.
- Voiceover for numerous TV programs under Media Prima Berhad.



RADIO TELEVISYEN MALAYSIA (2009 – 2010)
Position: Broadcast Journalist & News Presenter, TV1

Responsibilities:

- News presenter for TV1 Berita Semasa, Berita Nasional and Berita Wilayah.
- A broadcast journalist for general, crime, business, and politics desks.
- Produced special reports for prime-time news.

D. EDUCATION BACKGROUND

Institution	Qualification	Year
University of Technology Malaysia (UTM), Skudai, Johor	Bachelor Degree of Sc., Remote Sensing (Satellite Engineering) <ul style="list-style-type: none"> Awarded with Dean's List 	2005 - 2009
Negeri Sembilan Matriculation College, N. Sembilan	Science, Physics	2004
Sekolah Menengah Sains Teluk Intan	SPM	1999 - 2003

E. SKILLS

1. Language proficiency

Language	Spoken	Written
English	9	9
Bahasa Melayu	9	9

2. Computer skills
 - Microsoft Office Suites

F. ADDITIONAL INFO

1. Experienced in dealings with internal and external stakeholders.
2. Good and strong relations with general and business media contacts.
3. Strong event management skills.
4. Strong communication and writing skills.
5. Translation (Bahasa Malaysia & English).

G. REFERENCE

① **DATUK AB LATIFF ABU BAKAR**
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Takaful IKHLAS Family Berhad
(Former supervisor)
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