



Justin Ooi Theng Yik

Senior PR & Communications Professional

✉ thengyik@gmail.com ☎ +60123805905

📍 AT 17-2 Prima 16 Chapter 2, Jln 16/18, 46350 Petaling Jaya, Selangor, Malaysia

Education

BA in Mass Communication

Murdoch University, Australia

Major: Public Relations and Journalism

Grade Average: Distinction

Scholarship: KDU-Murdoch Twinning Merit Scholar

Professional Summary

***Informing, Educating and Inspiring target audiences** for 2 decades as an award-winning communications & marketing specialist, I have won fame and fortune for the organisations I work with.*

I specialise in corporate branding, health & lifestyle, business and tech sectors; **winning 8 Advertising + Marketing AOTY Awards** in recent years. My professional experience includes **corporate communication strategies**, marketing & **branding**, media relations, social media, **digital marketing**, websites, stakeholder management, crisis reputation management, CSR, events and webinars.

Achievements include leading the **largest set of client accounts** at the PR agencies I worked with, managing major brands like **AstraZeneca, Pantai Hospitals, Coway, KPMG and Sunway**. My **successful campaigns** for clients include facilitating major press events involving ministers, GLCs, corporate partners and NGOs; press interviews for CEOs, influencer engagements and writing feature articles to achieve top-of-mind branding and thought leadership.

My **articles published in the media** cover workplace leadership, business & finance, corporate governance, CSR, entertainment, education, family psychology, humanitarian work, civil rights and more. I am a **goal-oriented, creative problem-solver** and a **leader** who looks after both **people and profits**.

Personal details

LinkedIn

linkedin.com/in/justin-ooi-ty-99bb0a2

Skills

PR & Communications

Marketing

Stakeholder Engagement

Team Leadership

Business Development

Emceeing & Facilitating Press Conferences

Languages

English

Bahasa Melayu

Mandarin

Hobbies

■ Basketball, cycling and reading

Employment

Freelance Communications Consultant

Jun 2022 – present

Communications Consultant for Finance, Tech, Property, F&B, Education and Healthcare clients.

Achievements:

- ✓ Successfully managed the launch of SDAX (Singapore), a digital investment and trading platform offering institutional-grade investments focusing on real estate and ESG
- ✓ Facilitated the launch announcement of the world's first hybrid meat innovation centre, established in Singapore by Meatable, a Dutch cultivated meat company
- ✓ Managed client's crisis communications for fire at SkyPark Cyberjaya development
- ✓ Facilitated media coverage for property developer Aaland's Rebrand Launch, Sustainability Roadmap Launch and other initiatives worth RM3.3 million in PR Value in 2023
- ✓ Facilitated media coverage for KL20 Summit Soft Launch under the Ministry of Economy, to drive Malaysia as a top 20 global startup hub, worth RM1.8 million in PR Value

Director

Sep 2021 – May 2022

ZENO GROUP – Integrated Communications Agency

Main Responsibilities:

1. Manage a portfolio of 7–10 clients including Healthcare, Lifestyle, Fintech and Logistics
2. Major client brands: AstraZeneca pharmaceuticals, UPS, Experian and Medicos
3. Client Servicing, Communications Strategies for Client Campaigns, Crisis Communications and Editorial Support for Press Releases, Media Documents, Social Media and Websites.
4. Manage a team of 10: PR and Social Media Consultants, Copywriters and Creative Designers

Achievements:

- ✓ Successfully executed the online World Diabetes Day campaign for AstraZeneca, Zeno's largest client in Nov 2021, by engaging a strategic mix of specialist doctors and a webcomic artist. Facilitated the webinar as the host on The Star FB Live with 2 top endocrinologists, garnering 8.7K views. The campaign also had coverage on Living Delight on 8TV and Malay Mail with over RM720K in PR Value.
- ✓ Turned around the flagging Experian client account, who renewed their contract for 2022.
- ✓ Secured Medicos, a leading mask manufacturer as a new client in Oct 2021, for their Pink October breast cancer event with UMMC's Director. Led the PR campaign and press conference.

Brand Director

Jul 2018 – Aug 2021

GO COMMUNICATIONS – PR Agency

Main Responsibilities:

1. Manage a portfolio of 7–10 clients including Healthcare, Lifestyle, Finance & Fintech, Property, Tourism & Hospitality and Online Retail
2. Major client brands: Smecta, Coway, Sunway Lagoon, KPMG, Tourism Victoria, Dunkin' (Donuts), OYO Hotels, National Kidney Foundation Malaysia, GAX MD (Silverlake Axis fintech), Servier, Platinum Victory (property development) and Shopee
3. Client Servicing, Communications Strategies for Client Campaigns, Crisis Communications and Editorial Support for Press Releases, Media Documents, Social Media and Websites.
4. Secure New Clients through pitches, company's and own network
5. Manage a team of 6: PR consultants, writer and creative designer

Achievements:

2021:

- ✓ Advertising + Marketing AGENCY OF THE YEAR 2022 Awards x4:
 - Digital Campaign: Take A Stand with Smecta (anti-diarrhoea medication)
 - Most Creative – Campaign Pivot: GOLD
 - Most Effective Use – Events (physical/virtual): GOLD
 - Most Effective Use – Experiential: SILVER
 - Most Effective Use – Launch/Relaunch: SILVER
- ✓ Dragons of Asia Award for Best Public Relations Campaign: Take A Stand with Smecta

2020:

- ✓ Led Client Servicing for GO Comm's largest client in 2020 and won the pitch as incumbent agency for a new contract worth an additional 50% in 2021
- ✓ Successfully completed 3 major CSR initiatives and solved 3 Crisis Communications for Coway
- ✓ Won 4 New Clients including Coway, KPJ Ampang, Plenitude and Hach water analyst
- ✓ Inspired loyalty: Staff from previous agency joined me as a valued team member in GO Comm

2019:

- ✓ Facilitated Press Conference for the CSR upgrade of low-cost flats in Taman Segar, Cheras by Upper Label officiated by Federal Territories Minister Khalid Samad for brand building
- ✓ Organised Press Conference for the award ceremony of Paint The Town Green, a sustainable & creative design competition for The Palette retail project by Platinum Victory
- ✓ Advertising + Marketing AGENCY OF THE YEAR 2019 Awards x4:
 - Campaign: Sunway Lagoon Nights of Fright 6 (NOF6)
 - Most Effective Use – Event: GOLD
 - Most Effective Use – Public Relations: SILVER
 - Most Creative – Consumer Event: BRONZE
 - Campaign: Jr NBA
 - Most Creative – Specific Audience: SILVER
- ✓ Won 6 New Clients including Gax MD (Fintech); Upper Label (Property); CareSens, Servier, Orchid Life (Healthcare and Nutrition); Dunkin' (F&B) and Adwork (AdTech)
- ✓ Won and completed 2 event projects in 12 and 9 days respectively – billed a 35% surcharge
- ✓ Renewed of 7 Retainer Clients with effective PR results and solid relationships – Visit Victoria, Platinum Victory, KPMG, Sunway Lagoon, LWOT, Kenny Rogers Roasters and NKF

2018:

- ✓ Facilitated Press Conference for the launch of Platinum Arena, a condominium project by Platinum Victory with sports-inspired lifestyle concept
- ✓ Secured 1 New Client – Fundnel, SEA private investment platform for successful launch in Malaysia
- ✓ Successfully implemented 10 PR campaigns – among them were 3 Sunway Lagoon events including NOF6 – attended by 300 media & bloggers and 3000 visitors on opening night
- ✓ Managed and emceed Shopee's Celebrity Squad launch – in BM and English

Client Services Associate Director
PERCEPTION MANAGEMENT – PR Agency

Oct 2015 – Jun 2018

Main Responsibilities:

1. Manage a portfolio of 6–8 clients from Healthcare, Lifestyle, Property, Retail, Oil & Gas, Big Data, Architecture & Design, Education and GLC sectors
2. Major client brands: Pantai Hospitals, SJMC, ExxonMobil, SME Corp, HomeDec, Pertubuhan Akitek Malaysia (PAM), MR DIY and Sunway
3. Manage Press Conferences, Crisis Communications and Editorial support for Press Releases
4. Secure New Business through presentation and proposals for new retainers and projects
5. Manage a team of 6 PR consultants

Achievements:

2018:

- ✓ Converted HomeDec project client to a full-retainer and won MUI Group as new client
- ✓ Facilitated KLAF 2018 "Better Architecture, Better Cities" Press Conference for Pertubuhan Akitek Malaysia (PAM) officiated by Tengku Zatashah, Selangor Princess

2017:

- ✓ Facilitated Press Conference for the Malaysia Property Press Awards 2017, announcing its collaboration with National Council of Professors under the Prime Minister's Department
- ✓ Organized SJMC's Malaysian Cancer Care Initiative (MCCI) 2017 officiated by Datuk Dr Noor Hisham Abdullah, Director General of Health

2016:

- ✓ Organized Pantai Hospital's Ipoh "Skip to your heartbeat" Cardio Community Campaign.

2015:

- ✓ Wrote 6 Articles on behalf of SME Corp CEO to achieve thought leadership in New Straits Times

Marcom and Customer Care Manager Jul 2013 – Sep 2015

PANTAI HOSPITAL CHERAS (PHC): x1 promotion

Main Responsibilities:

1. Lead corporate communication initiatives for internal and external audience including CSR
2. Secure positive news coverage for hospital via media interviews for doctors, organizing publicity events and writing press releases, manage CSR and Crisis Communications
3. Plan and execute development of Corporate Communications and A&P materials
4. Supervise 7 staff (3 Marcom + 4 Customer Care)

Achievements:

2015:

- ✓ Worked with colleagues to achieve average monthly customer satisfaction rate of 70%
- ✓ Co-Organised Klang Valley Combined Pantai Hospital CNY Celebration for 200 Corporate Clients

2014:

- ✓ Facilitated PHC's 1st large scale Antenatal (Pregnancy) Class in Vivatel, attended by 110pax
- ✓ Organising Chairman for PHC's 20th Anniversary Gala Dinner in Grand Hyatt Kuala Lumpur Hotel
- ✓ Successfully organised PHC's Pink Umbrella Walk 2014 in Cheras, officiated by YB Datin Paduka Chew Mei Fun, Deputy Minister of Women, Family & Community Development

2013:

- ✓ Successfully organised PHC's 1st Pink Umbrella Walk officiated by Tan Kok Wai, MP of Cheras

Key Accounts Manager Jul 2009 – Jun 2013

ASTRAZENECA (AZ) – Pharmaceuticals: x2 promotions

Achievements:

- ✓ Promoted to Medical Sales Executive in 2013
- ✓ Won Company President Award 2012 for outstanding Key Account Management of UMMC despite generic threat
- ✓ Won Company President Award 2012 for turning around performance of Brilinta business
- ✓ Achieved 115% of sales target in 2011 – Top Sales Gold Award
- ✓ Promoted to Senior Medical Representative in 2011

Public Relations Senior Executive Jan 2007 – Jun 2009

PANTAI HOSPITAL KUALA LUMPUR

Business Development Executive Jan 2005 – Jan 2007

TROPICANA MEDICAL CENTRE (TMC)

Medical Sales Representative Jan 2002 – Dec 2004

JOHNSON & JOHNSON – Pharmaceuticals

References

Mr. Ng Wai Kit
(my former Head of Marketing at Pantai
Group)
General Manager
Columbia Asia Hospital – Petaling Jaya
+6017-3070008
waikit.ng@columbiaasia.com

Dr. Kishore Ravuri
(my former CEO at Perception Management)
Head of Sustainability
Dutch Lady Milk Industries
+6012-3777372
kishore.ravuri@frieslandcampina.com