



AMIRUL HAKEEM ABD RAHMAN

A highly organized and results-driven professional, seeking an opportunity to leverage and maximize my skills, knowledge, and experience to contribute to organizational success. I'm committed to continuous learning and development to stay aligned with evolving industry trends and best practices. With a proven ability to solve complex problems and a strong work ethic, I aim to support the organization's strategic goals, foster innovation, and drive sustainable growth while continually advancing my expertise in the field.

EXPERIENCE

○ ASSISTANT MARKETING MANAGER

Gleneagles Hospital Kuala Lumpur

April 2024 - Present

Responsible for building and nurturing strong relationships with both existing and new B2B clients, serving as their primary point of contact to address their needs efficiently. I manage the coordination of events and exhibitions, ensuring alignment with company objectives while meeting client expectations. My role also includes identifying new business opportunities, developing strategic plans to promote services, and tracking business development activities, all while maintaining clear and effective communication throughout the process.

○ HEAD OF CENTRAL REGION PR

KPJ Healthcare Berhad

August 2023 - April 2024

Responsible for developing and executing comprehensive media strategies, including press releases, media buys, collaborations, and responding to media inquiries for KPJ Hospitals in the Central Region. Focused on optimizing regional media exposure to enhance PR value and align with organizational objectives. Provide critical support to the Head of Strategic Communications, particularly in crisis management, by assuming leadership roles and delivering key communication materials such as FAQ drafts, fact summaries, and media engagement strategies. Additionally, organize and lead press briefings to ensure consistent and effective communication, contributing to the achievement of management and business goals while strengthening public perception.

☎ +6012 693 2441

✉ amirulhakeemar@gmail.com

📍 Kuala Lumpur

👤 amirulhakeemabdrahman

LANGUAGE

English

Bahasa Malaysia

EDUCATION

BACHELOR'S DEGREE
MARKETING WITH PSYCHOLOGY

Management & Science University

September 2021 - Present

HEAD OF MARKETING & COMMUNICATIONS

Damansara Specialist Hospital 2

July 2022 - August 2023

Conduct comprehensive competitor intelligence and oversee strategic marketing initiatives to drive segment turnover, increase market share, and enhance profitability. Develop and execute a robust marketing communications plan that leverages the company's brand to effectively penetrate target market segments and engage both B2B and B2C customers. Implement data-driven marketing strategies, analyze market trends, and identify growth opportunities. Collaborate with cross-functional teams to design and execute compelling marketing campaigns that align with organizational objectives and resonate with target audiences. Utilize a range of marketing channels, including digital, social media, and traditional advertising, to maximize reach and impact. Lead the commissioning and launch of new hospital facilities, including the prestigious project graciously overseen by HM Sultan Ibrahim Ibni Almarhum Sultan Iskander, Sultan and Sovereign Ruler of the State and Territory of Johor Darul Ta'zim. Ensure comprehensive patient coverage by onboarding all relevant insurance partners and facilitating seamless patient access to services. Continuously monitor and assess marketing effectiveness, making data-driven adjustments to optimize performance and achieve strategic goals. Foster strong relationships with key stakeholders, including customers, partners, and industry influencers, to enhance brand visibility and credibility. Stay abreast of industry developments and competitor activities to ensure the company remains competitive and well-positioned in the market.

ENGAGEMENT, EXECUTIVE

MSU Medical Centre

May 2020 - July 2022

I oversee the strategic management of Events and Exhibitions, Corporate Social Responsibility (CSR) initiatives, sponsorships, and media relations. My role is focused on fostering and maintaining strong client relationships throughout each project lifecycle. This involves a comprehensive understanding of client needs and patient requirements to develop and execute projects that align with organizational objectives. In this capacity, I'm responsible for designing and implementing projects that streamline business operations through effective processes and systems. By leveraging my expertise in these areas, I ensure that all initiatives are executed with precision, contributing to enhanced operational efficiency and achieving strategic business goals. My commitment is to deliver high-quality outcomes that support both client satisfaction and organizational success.

EXPERTISE

- Sales & Marketing
- Marketing Management
- Marketing Strategy
- Strategic Communications
- Public Relations
- Crisis Management
- Healthcare
- Psychology
- Sports Psychology
- Business Development
- Events & Exhibitions

STRENGTH

- Attention to Detail
- Communications
- Critical Thinking
- Decision Making
- Professional
- Dedication
- Responsible
- Results Driven
- Strategic Planning
- Teamwork

REFERENCE

Ariesza Noor
Chief Strategy Officer
Wasco Berhad
+6019 353 0896

Juliana Jamaluddin
Vice President, Corporate
Communication & Branding
Wasco Berhad
+6012 340 9438

Al-Mu Syahrisyawal Ahmad
Communications Manager
Malaysia Aviation Group
+6019 530 3051

Aminuddin Husin
Head Local Youth Development
Football Association of Malaysia
+6012 290 8393

EVENT SPECIALIST

Management & Science University

March 2020 - May 2020

I'm entrusted with overseeing all aspects of event management, spanning from initial planning through to comprehensive post-event evaluation. This entails arranging, coordinating, and maintaining continuous communication with internal teams, external vendors, and event participants across the pre-event, event day, and post-event phases. I facilitate seamless collaboration and ensure that all logistical and operational details are meticulously handled to achieve the event's objectives. My commitment extends to implementing best practices in event execution, fostering positive relationships, and driving impactful outcomes that align with organizational goals while enhancing stakeholder engagement.

EVENT SPECIALIST

Memories Entertainment Sdn Bhd

July 2018 - March 2020

I manage the coordination of events and exhibitions, overseeing all aspects from initial planning through post-event evaluation. This includes arranging logistics, maintaining continuous communication with internal teams and external partners, and ensuring smooth operations across the pre-event, event day, and post-event phases. Serving as a central point of contact, I facilitate effective collaboration between stakeholders, address challenges proactively, and uphold high standards of event execution. My role emphasizes meticulous planning, strategic communication, and diligent follow-up to achieve seamless and successful outcomes for each event.

PROFESSIONAL FOOTBALLER

Sime Darby Football Club

Negeri Sembilan Football Association

Angkatan Tentera Malaysia Football Association

PKNS Football Club

Kedah Football Association

December 2011 - June 2018

I approach game preparation with a meticulous dedication to excellence. This involves actively engaging in rigorous practices, drills, and film study sessions as directed by our coaching staff and team managers. Beyond physical conditioning, I commit substantial time to studying our playbook, mastering various formations, and familiarizing myself with the nuanced terminologies of offensive, defensive, and specialized plays. This comprehensive approach not only enhances my individual readiness but also ensures that I am well-versed in our team's strategic frameworks and tactical maneuvers.