



MUHAMMAD HANAFI

019-3989202
muhammadhanafi@fifin@gmail.com
No. 21, Lorong Raya B9,
Kampung Pandan Dalam
55100 Kuala Lumpur

EXPERIENCES

PROFILE

Highly skilled and results-driven marketing professional with a proven track record of driving successful campaigns and strategies. Possesses exceptional creativity, strong analytical abilities, and a keen eye for market trends. Effective communicator and team player, dedicated to achieving organizational goals and delivering impactful results.

INFORMATION

Date of Birth : 30 July 1990
Gender : Male
Marital Status : Single
Nationality : Malaysian

SKILLS

✓ Risk Management	✓ Budgeting
✓ Negotiation	✓ SEO / SEM
✓ Communication	✓ Leadership
✓ Creative Thinking	✓ Event & Campaign Management

EDUCATION

Certificate in Digital Marketing
Digital Transformation Academy
Year 2019

Bachelor (Hons) In Economics
International Islamic University of Malaysia, Gombak, Selangor.
CGPA : 3.12
Year 2010 - 2014

Sijil Tinggi Pelajaran Malaysia (STPM)
Sekolah Menengah Kebangsaan Seri Serdang, Selangor
CGPA : 3.41 (2A 2B)
Year 2009

Sijil Pelajaran Malaysia (SPM)
Sekolah Menengah Kebangsaan Seri Serdang, Selangor
Year 2007

TRAINING

**Marketing Strategy In A Digital World :
Building High Impact 2019 Plans**
by Paul R. Smith
PR Smith Marketing Ltd.

REFERENCES

Luqman Saidi
Head of Commerce Service
TAGS Chiropractic & Rehabilitation
H/P: 013 489 2508

• KPJ Klang Specialist Hospital

Manager, Commercial and Marketing Services
(July 2024 - Present)

- Develop and implement sales strategy for the hospital using data-driven insights and conversion tactics
- Coordinate with the Group's Commercial regional team to tailor strategies according to hospital requirements
- Supervise the implementation of sales initiatives to ensure consistency with the overarching strategy
- Monitor monthly sales performance against targets and analyse sales data for trends, opportunities and areas needing improvement
- Stay updated on local and international market insights including consumer behaviour and competitor analysis

• Tonik Asia Group (TAGS Chiro & Rehab)

Assistant Manager, Marketing Communication
(November 2021 - June 2024)

- To promote & uphold Company's Mission, Vision & Values and drive the overall brand, public relations and communications strategy
- Responsible for securing business for corporate business, maintaining top accounts and implementing strategic solicitation
- Brand positioning, identify target audiences and assist to develop marketing plans to drive business objectives
- Managing digital marketing and responsible to all media content marketing and recommend changes, ideas and tracking ROI, reporting & documentations
- Monitor corporate website and social media pages and address clients' queries.

• IHH Healthcare Malaysia

Senior Executive, Marketing Communication
(September 2020 - October 2021)

- Network with industry experts and potential clients to drive brand awareness including individual hospitals across Malaysia.
- Researching, identifying, and selecting external marketing communications
- Developing, implementing, measuring, and improving communication plans for supporting sales initiatives for achieving business growth.
- Analyzing and creating marketing mix and collaterals.
- Execute communications campaigns and events through media channels.
- Tracking ROI, reporting and documentations of marketing campaigns.

• Ramsay Sime Darby Hospital, ParkCity Medical Centre

Senior Executive, Marketing Communication & Branding
(June 2018 - July 2020)

- Organizing and executing internal and external branding and marketing communications.
- Manage in public and media relations, marketing and promotional plans and events, publication management and image advertising for the hospital.
- Assist on updating Website & Social Media.
- Planning, development, and implementation the marketing strategies to all marketing channels.

• KPJ Damansara Specialist Hospital

Executive, Public Relations & Marketing
(October 2017 - June 2018)

- Managing partnership, events and CSR activities.
- Planning and handling marketing activities (roadshows)
- Assist on updating Website & Social Media
- Monitor & Track company business-trend
- Handling international patient (Visa, etc).
- Organizing and executing internal and external branding and communications.

• KPJ Healthcare Berhad

KPJ Wellness Department
Executive, Marketing & Customer Relations
(December 2016 - September 2017)