**POOVENRAJ**

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**PROFILE\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

A professionally diverse individual with expertise in marketing communication, public relation, and content development. Experiences include writing for various magazines, newspapers, online portals and public relation companies, government agencies and accelerators.

**PROFESSIONAL EXPERIENCE\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**PR Manager | BookXcess (6-months contract) Aug 2024 – Current**

* Tasked with rebuilding the PR department and setting up the direction and strategy for the brand
* To manage public and influencer engagements through KOLs and local Book Clubs
* To develop and manage content development section on the main website

**Marketing & Communications Lead** |ALTY Orthopedic Hospital **Feb 2022 – August 2024**

Here’s a more compact version of your pointers:

* Led a four-person team in digital marketing, design, events, PR, branding, and communication.
* Enhanced hospital's B2C initiatives, boosting branding and visibility through media, events, and partnerships.
* Achieved a 50% increase in media coverage (print, interviews, social media) in 2023.
* Managed internal and external events, including screenings and medical standbys for schools and corporate partners.
* Launched healthcare campaigns in collaboration with corporate entities, international schools, and sports associations.
* Supported various hospital business units (referrals, international market, B2B) with communication, branding, PR, and events.
* Handled media relations in Singapore and Indonesia (Medan, Jakarta, Surabaya).
* Oversaw communication and media relations for the hospital’s 2022 launch.
* Supervised social media and video production agencies.
* Established partnerships with pharmaceutical and pharmacy companies (e.g., Viatris, CARiNG) to broaden campaign reach and co-sponsor events in key regions.

**Senior Executive |** Malaysia Digital Economy Corporation (MDEC) **Aug 2021 – Jan 2022**

* Reported under MDEC’s PR, Content and Communications department**.**
* Created and executed PR plans for campaigns (Eg: Jelajah #SayaDigital)
* Supervised corporate’s on-ground events and media relations.
* Created, edited and published monthly MDEC’s external newsletter and MDEC’s press releases, op-eds and statements for campaigns and events.
* Supported ESG team on content development and research.
* Managed PR agency in PR planning and event launch for MSC 2.0, Dubai, and curating content for the report MDEC annual report.

**Editor |** BusinessToday Malaysia **Mar 2020 – Aug 2021**

* Revamped the company’s direction for print and online platforms.
* Developed and managed a targeted company newsletter.
* Oversaw advertising agency and partnerships for the newsletter.
* Drove marketing efforts and expanded partnerships for the platform.
* Led print projects and digital campaigns promoting digitalization.
* Curated and published articles on Malaysia’s economy and industry by interviewing key figures.
* Boosted brand awareness and engagement on LinkedIn.
* Formed partnerships to enhance the magazine’s reach and brand.

**Education­­­­­­­­­­­­­­­\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Bricksfield Asia College** | Kuala Lumpur **2013-2017**

Bachelor of Laws (LLB) from the University of London (External Programme)

*PROFESSIONAL PORTFOLIO UPON REQUEST*