

► KATHLEEN MARTIN

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Qualification Summary

Project lead for an award-winning campaign, experience managing and leading marketing initiatives across two countries in a fast-paced environment that demands strong organisational, communication, and interpersonal skills. Results-driven and capable of working independently as well as collaboratively within a team, I am known for being trustworthy, ethical, and highly organised. I demonstrate passion, reliability, and the ability to effectively guide a team. Confident and poised in interactions with individuals at all levels, I am detail-oriented and resourceful in completing projects while managing multiple tasks and delivering impactful results.

Capabilities include.

- Integrated Marketing communications Strategies
- 360 Marketing Strategies
- Creative Thinking
- Content Management
- Social Media
- Digital Marketing
- Client/partnership liaison
- Writing Skills
- Media Relations – Local and International
- Media Planning/ Media liaison
- Strong Media Network
- Event Planning/Coordinating
- Managing the PR aspect of potential crisis situation
- Market / Competitor research

Objective

To secure a leadership position that offers opportunities for professional growth and advancement, where career progression is based on skills, measurable performance, and contributions. I am eager to apply my knowledge and expertise to benefit both the organisation and the industry, while continuously developing my own skills.

Education**Secondary Education (1998)**

Methodist Girls School, Klang

- SPM: Pass

Tertiary Education

National Institute of Information Technology (NIIT), Klang

- Advance Diploma in Software Engineering (1999-2002)

Brickfields Asia college, Kuala Lumpur (London School of Public Relations)

- Professional Development Diploma in Public Relations – Distinction (2009)

General Information

Current employment status: Employed

Total years of working experience: 21 years

Current Employment**IHH Healthcare Malaysia (May 2019 – Present)****Group Marketing Communications Manager**

I manage the Marketing Communications department, developing and implementing 360-degree marketing and integrated communication strategies across 17 hospitals nationwide. My efforts build brand awareness and drive specialty campaigns, ultimately leading to patient conversions.

I strategise, conceptualise, implement, and execute B2C and B2B marketing campaigns, including on-ground events, social media and digital campaigns, PR campaigns, media buys, consumer-facing communication materials, activations, and partnerships. Through these efforts, I create awareness and increase footfall, contributing to higher patient UOS, market share, and sales.

To remain competitive, I collaborate closely with the Business Intelligence team to stay informed on the competitor landscape and identify market needs, enabling the development of impactful marketing strategies.

With my recent PR portfolio addition, I now take the lead on building and managing our public image, strengthening media relations, and implementing creative PR strategies. This includes writing engaging advertorials and press releases that help enhance our brand's visibility and reputation.

I oversee the marketing communications and PR budget and manage a team of three.

Notable accomplishments include:

- Leading award-winning campaigns recognised across the Marketing industry.
- Achieving a 12% increase in patient UOS from a single campaign, resulting in my expanded role to include Public Relations."

Experiences

Habib Group (November 2018 – May 2019)

Public Relations Manager

As a PR Manager, I led the development and execution of strategic public relations initiatives to enhance brand visibility and reputation. I managed media relations, created impactful PR campaigns, and developed content including press releases, feature articles, speeches, and media materials. I was also responsible for planning and executing events, overseeing third-party collaborations, and conceptualising PR strategies that aligned with business goals. My role focused on maintaining a positive public image and fostering strong relationships with key stakeholders and the media.

Additionally, I provided guidance and personally briefed the Group Managing Director, Dato' Sri Meer Habib, and various brand principals during their visits. I also curated and created content for jewellery pieces and campaign materials.

Notable accomplishments include:

- Since my tenure in Habib, I have successfully garnered 1.8 million worth of earned PR Value for 1 campaign which ran for 1 month.
- Every month I successfully garner an average of RM50k of earned PR value.

Triumph Malaysia - Body Fashion (M) Sdn.Bhd (2013 June – October 2018)

Marketing – Malaysia and Singapore

I independently managed the Retail Marketing department for both Singapore and Malaysia, overseeing all marketing efforts with the support of one in-house designer. I collaborated closely with the Regional, Visual Merchandising, and Brand Marketing teams to ensure a cohesive 360-degree marketing presence in both countries. Additionally, I worked with various departments in Malaysia and Singapore to meet specific needs and objectives, while also coordinating with outsourced business partners to drive successful outcomes.

I conceptualised and implemented in-store consumer activities for both Malaysia and Singapore, successfully increasing footfall to our stores. I also conceptualised atrium consumer activations in both countries and ensured that all in-store and window materials were executed in line with global guidelines. I managed and created in-store communications and mailers for every localized launch campaign. Additionally, I implemented engaging CRM initiatives to keep our database informed about campaigns and promotions.

I proposed and conceptualised new, innovative marketing ideas to boost sales, footfall, and campaign awareness. A highlight was the launch of Triumph's first Mobile Fitting Lab in Malaysia—a store-on-wheels for lingerie. This three-month roadshow contributed to a 20% increase in sales.

I worked closely with the Visual Merchandising team on the store's overall look and feel, from imagery to communication collaterals. I also collaborated with Mall Management teams in both countries to plan in-mall activities, ensuring awareness and footfall for store and atrium events. Additionally, I planned, organised, and executed fashion shows and media events, achieving 100% attendance from the media.

I spearheaded media relations initiatives, building strong relationships with key media outlets to ensure our marketing campaigns received maximum visibility and coverage.

I managed the Retail Marketing budgets for both Malaysia and Singapore and participated in quarterly Sales and Marketing conferences in Macau, where I gained insights into upcoming campaigns and launches, and provided feedback to support the needs of each country.

Notable accomplishments include:

- Conceptualised and proposed new innovative Marketing ideas to help increase sales by 20%.
- Digital Marketing activation: increased in leads to conversions by 33% at retail shops.

Triumph Malaysia – Body Fashion (M) Sdn.Bhd

Assistant Manager, Advertising and Promotions

Even though my position is an Assistant Manager, I was given the responsibility to head the A&P department. I reported directly to the General Manager of Sales and Marketing. I managed the Advertising and promotions functions, overseeing budget spend and a 4-member team.

I have experience in Direct Marketing management, corporate/brand positioning, product/campaigns positioning, advertising/media platforms, social media, Digital campaigns, sales collateral, tradeshow marketing, CRM initiatives, PR and media relations.

I worked closely with various departments locally and regionally. I developed and implemented 360 marketing plans for departmental and retail stores creating footfall and awareness of the brand and campaigns. I created, implemented and executed consumer driven communications collaterals, consumer drive and engaging activities, social media and Digital campaigns, CRM initiatives, PR campaigns, advertising buys, consumer and media events for each campaign. Through this, I create brand awareness and footfall, resulting in an increase in market share which attributed to sales. I conducted quarterly competitor reports/ presentation to stay abreast of the competitor landscape and identify market needs to create effective and strong marketing strategies.

I have successfully garnered earned PR value of 1 to 2 million for each campaign or media event. I have successfully created awareness and increased footfall for 2 of our new retail stores. I have successfully executed planned campaigns for new boutique openings where we have hit the targeted sales for the opening day (RM35k).

I have successfully organised and executed events in 10 days with full media turn up consisting of editors from various publications. I have successfully handled company crisis management with the media.

I have strengths in cost-effective marketing management and vendor negotiations to end each year an average of 10% under budget. I have a good relationship with the media and local celebrities. I have successfully created speaking opportunities/TV appearance the brand representatives. I have successfully created interesting articles/topics for media in which creating brand awareness amongst targeted consumers.

Notable accomplishments include:

- Experience in Consumer driven communications collaterals, consumer drive and engaging activities, social media and Digital campaigns, CRM initiatives, PR campaigns, advertising buys, consumer and media events for each campaign.
- Increase of market share which attributed to sales.

Valiram Group (2013)

Assistant Manager, Marketing

As an Assistant Manager in Marketing, I was responsible for developing and executing integrated marketing and PR strategies for prestigious brands such as La Martina, TWG Tea, and Godiva. My focus was on creating impactful campaigns and events that drove brand awareness and enhanced customer engagement.

➤ La Martina

Developed and implemented Marketing & PR Strategies/Plans. Strategised and implemented 360 marketing plans such as ATL and BTL strategies, in-store consumer activation, social media and digital activation to garner footfall and brand awareness. Organizing and executing press preview and grand launch events. Handled the pre, on-sight and post event from developing event proposal, writing, and disseminating - press releases, company backgrounder and speeches. Organized one-on-one media interviews, worked closely with publishing houses on ATL presence and media buys.

➤ TWG Tea and Godiva

Organised both group and one-on-one food reviews with key media representatives. Additionally, I curated seasonal and festival product placements in relevant magazines, ensuring maximum exposure and alignment with the target audience.

Greenpacket (2011 to 2013)

Assistant Manager, Public Relations (Global Marketing)

As an Assistant Manager, I was given the opportunity to lead the PR portfolio and to report directly to the Marketing Director.

My responsibilities were mainly to formulate strategies; develop, manage, coordinate, and execute public relations activities and events at an international level. Writing and distributing press releases to mainly international media and analyst announcing important information; updates, sales wins, product launches etc. Oversee editorial proofing for website, marketing, and branding collaterals. Coordinating PR strategies with other departments within the organization. Pitching and coordinating interviews/briefs with mainly international and local press/analyst for the Senior General Manager. Coordinating media luncheons with the local media to maintain company's repo.

Submitting award entries globally. We have won several awards. Writing/crafting the monthly newsletter which is disseminated internally and to the international media/analyst. Updating the media list. Strategizing, coordinating, and executing the company's quarterly team meet. Responsible for writing the Senior General Manager's speech and creating all his power point presentation slides. Creating speaking opportunities for senior management especially for the Senior General Manager.

FacadePR (2008 to 2011)**Senior Account Manager**

As a Senior Account Manager, my responsibilities mainly pertained to client servicing, media servicing, Development of PR and Integrated Marketing campaigns, Developments of PR Promotions, Preparing Proposals, Presentations, writing - press releases, feature articles, media invites, speeches. Event planning, executing, and coordinating. I manage clients from various industries.

Clients & Industries**Sports and Fitness**

- The Power Plate Fitness Machine
- Lotto (Under new Management Star 360 Sdn.Bhd)
- Suunto

Outdoor Brands

- Deuter
- Leatherman
- Maglite

Sports Club

- The Golf Club KL City Centre (TGCKLCC)

Sporting Events

- KL International Indoor Golf Open (KLIIGO)
- BMW Malaysian Open
- Ironman Malaysia (Under New Management Ironman Malaysia Sdn.Bhd)

NGO's

- Malaysian Paralympic Council
- Inner Wheel of Malaysia
- Telugu Association of Malaysia

Publications

- Wordware Distributors Sdn Bhd
- Baiboo Sdn Bhd

F&B

- Samasaraa Restaurant (Owned by Harith Iskander)

Information Technology

- ProgramDNA Sdn Bhd

Oil and Gas

- IEV Group Sdn Bh

Arcis Communications Sdn Bhd (2008)**Senior Account Executive**

Although the position I held at Arcis Communications as a Senior Account Executive, I was given the opportunity to manage the accounts as listed below. As a Senior Account Executive, responsibilities pertained to client servicing, media servicing, Development of Marketing Communications campaigns, Presentations, writing -press releases, feature articles, media invites, speeches. Event planning, executing, and coordinating. I managed clients from various industries.

Clients & Industries**TV Channels**

- Hallmark
- National Geographic

Fashion

- Uluwatu

Sportswear

- Nike

Automobile

- Ferrari

SRS Group Sdn Bhd (2006-2008)**Group PR Executive / PR Manager**

I was fully responsible for managing the PR department, working independently while directly reporting to the Chief Executive Officer. My role included planning the annual program of work, and overseeing marketing, branding, and communications initiatives. I was responsible for preparing and sending media invites, creating press kits, and purchasing media gifts. I liaised with VIP offices, VIPs, and press secretaries, ensuring smooth communication and coordination.

In addition to event management, I handled media evaluation and monitoring post-events. I organised feature articles and exclusive interviews, and coordinated full pre- and post-event logistics, including arrangements with suppliers, media registration, media briefings, and ensuring the smooth flow of events. I also prepared post-event highlights and handled brand placement across mass media, including radio stations and TV programmes. My responsibilities further included coordinating sponsorships and the disbursement of prizes.

Subsidiaries Companies for varies industries**Headquarters**

- SRS Group Sdn Bhd

Fashion Retail

- Platinum Boutique (Brioni, Artioli, Zilli, Don Carlo, & Stefano Ricci)

F&B

- Namaste Indian Restaurant

Sportswear

- Lotto (Sportzone Sdn.Bhd)

Sports Event

- Ironman Malaysia (LIEM sdn.Bhd)

MI Publishing Sdn Bhd (2004-2006)**Executive, Sales and Marketing**

As an Executive, Sales and Marketing, responsibilities were to build/develop strong relationship with potential clients, ensure that the target client have certain standards, monitor market trends and competitive competitors in Malaysia, maintaining and growing client database, drafting proposals and follow-ups, communicating with relevant parties, help organise and Coordinating events. Mostly dealt with higher managements clients. Reporting to Sales and Marketing Managers and Chief Executive Officer.

Agencies

Worked closely with Advertising Agencies. To name a few as below.

- MindShare
- Mediaedge; cia
- Dentsu Utama
- Interface advertising

Clients

To name a few.

- Naza Group Sdn Bhd
- Pelikan
- Bufori
- Brioni
- Hilton KL
- Watchshoppe
- Poesy Designs

Mediate Communications (2003-2004)**Account Executive**

As an Account Executive, I was responsible for building and developing strong relationships with potential clients, ensuring they met specific standards and requirements. I monitored market trends and competitor activities in Malaysia, while maintaining and growing the client database. My duties included drafting proposals, following up with clients, preparing and sending media invites, and managing press kits. I reported directly to Business Development Managers and Directors, collaborating with relevant teams to facilitate seamless communication. Additionally, I helped organise and coordinate events, assisted with HR-related tasks, and worked on securing electronic media coverage for events. I also managed media invitations and supported office administration tasks as needed.

Client

Worked very closely with YTL Corporations Sdn Bhd

Personal Strengths

- Responsible
- Punctual
- Pleasant and Dynamic Personality
- Ensuring work is completed within the given timeline
- Willing to learn
- Insatiable appetite to gain and apply new knowledge
- Excellent presentation and public speaking skills
- Posses lots of initiative and self motivation
- Result driven mindset

Language

Excellent in Speaking, Reading and Writing in English and Bahasa Melayu.

Supplementary

When employed by the esteemed Organisation

Willing to travel: Yes

Willing to be transferred: No

Possess own Transport: Yes

Referees:

Ms. Lai Yuen Ping

General Manager Triumph Malaysia – Body Fashion (M) Sdn.Bhd

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Ms. Fadzlin Rashid

Digital Manager – Habib

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