



VINOTHARAN KURUKULLAM

Resume and profile

Objective

A position on any field using my excellent communication skills and integrate present and emerging technologies to accomplish challenging and difficult organizational missions and operations. To gain experience in managing highly sophisticated projects in near future.

Strengths

I can conclude myself as a good team player in an organization. I always work hard towards quality work performances. My positive attitude is driven with proper time management skills and energetic all the times. I am also a very dependable person as I never hesitate to work late. I also have a good working attitude, self-motivated, strong discipline and meticulous

Personal Particulars & Preferences

- ▶ Date Of birth : 19 Jan 1986
- ▶ Nationality : Malaysia
- ▶ Gender : Male
- ▶ Possess Own Transport : Yes
- ▶ Availability : 2 weeks
- ▶ Contact num 012 3911759
- ▶ Email ID : tmr.vino@gmail.com



Education

Advance Tertiary College (ATC), Malaysia

Advanced/Higher/Graduation Diploma of Law Graduation

Date: 2009

Major : LAW

Grade B/2nd Cass Upper



Primary/Secondary School

SMK Bukit Bintang

SPM Level Grade : Pass

Field of Study : Arts



Employment History

Adecco Malaysia
Marketing and Communications Specialist
March 2024 till present

The Adecco logo is displayed in a bold, red, sans-serif font. The letter 'A' is stylized with a horizontal bar that extends to the left and then curves upwards to form the letter. The background of the slide features abstract green geometric shapes on the right side.

Internal Communications

- Organize monthly townhalls
- Internal newsletters
- Employee awards
- Digital advertisements
- Social media postings (creative concepts)
- Managing website

Partnerships

- Link building partnerships for content (SEO purpose)
- Career fairs

Social Media

- Created Tik Tok for Adecco
- Create content on a weekly basis
- Monitor engagement

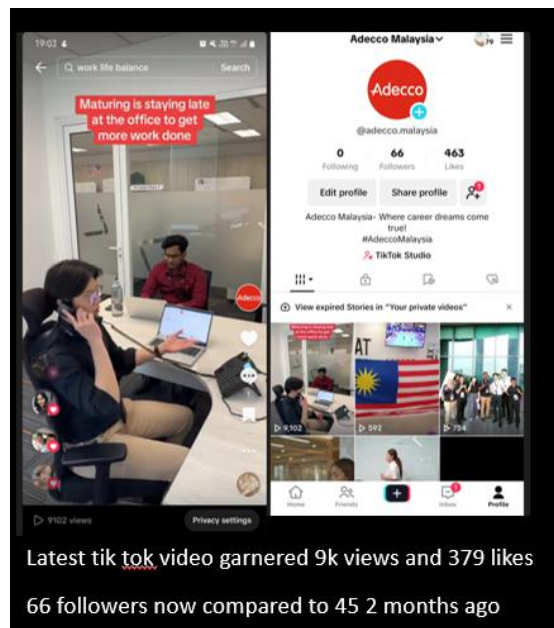
Achievements in Adecco

Your one stop
solution to all things
recruitment

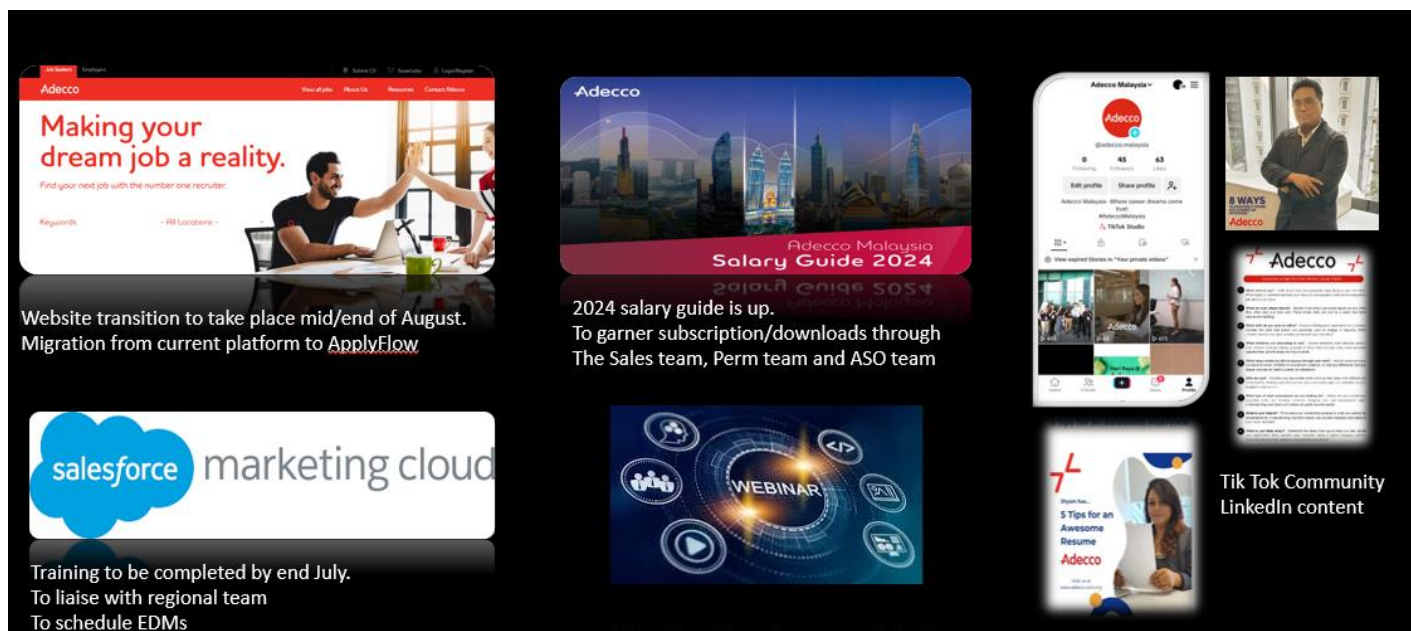
Adecco

Our services include

Digital ad for career fair



Creative tik tok content



Thought leadership via social media and website

Employment History

IHH Healthcare Malaysia
Manager, Content Marketing & Media
2020 till present



Public Relations

- To handle PR matters for 15 hospitals including campaigns
- To come up with creative PR strategies and plan timely execution
- KOL and Social Media Influencer engagement
- Third party vendor/agency management
- Strengthen media relations
- Strategize creative marketing/PR concepts (Guerilla marketing)
- Manage on ground activities
- Oversee 2 PR executives
- Training
- Social media ideation
- Market survey (Share of Voice)

Writing/Other ad hoc tasks

- Press releases
- Articles
- Briefing documents
- Speeches
- Video scripts/Voice over
- VoxPops videos

Partnerships

- Link building partnerships for content (SEO purpose)

Conceptualize creative marketing solutions

- Guerrilla marketing
- Social media postings
- Infographics
- Video concepts
- Voxpops (Voices of the people)
- Video scripts
- Storyboards

Media

- Social media influencer management
- Third party (Vendor)management
- Media buying
- Stakeholder engagement
- Community engagement

Content development

- Website audit
- Articles
- Speeches
- Press release
- Website page layout ideation
- Perception exercise
- Market trends
- Competitor analysis

Achievements in IHH



Past Campaigns

All In For Pink October

18 Oct 2020



MALAYSIA'S 1ST DIGITAL
PINK RIBBON

IN SUPPORT OF BREAST CANCER AWARENESS

TURN UP
THE PINK
DO YOUR PART
#GleneaglesWomen
#PartaBerkongsiTegakkan



Turn up the pink

Move for better bone, joint health

By AMIRAH CHE RAMLAN

METRONews

Wednesday, 22 Mar 2023



Dr Charanjeet (third from right) at the launch of Movement Matters by IHH Healthcare at Lalaport, Kuala Lumpur. — ART CHEN/The Star

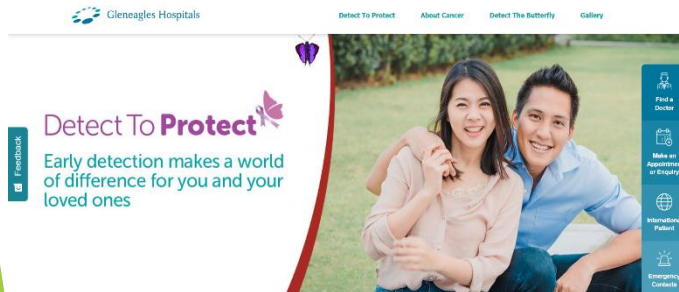
Movement Matters

Empowering Frontline Service Providers with Lifesaving Skills

24 Aug 2022



Ready For You



<https://gleneagles.com.my/detecttoprotect/>

Detect to protect

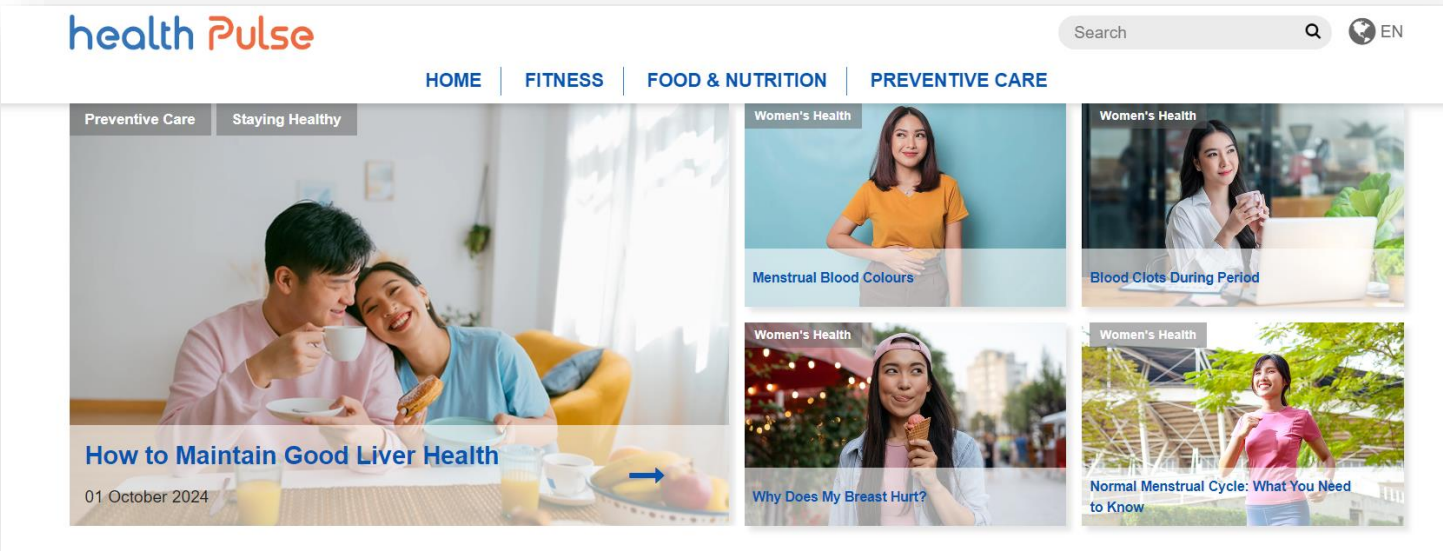


<https://www.pantai.com.my/extraordinaryjourney/index.html> Dragon Baby



Covid/social media campaign

Always on - Promotions



Knowledge hub



Medical Tourism



Join our social media contest and stand a chance to win a RM100 Decathlon voucher in 3 easy steps!

Step 1: Follow our Instagram account
 @GleneaglesHospitalsMY 

Step 2: Answer the question in the comments section of the contest post
What does the prostate do?
a. Lets you know when you need to urinate
b. It stores testosterone
c. It controls the male reproductive system

Step 3: Tag your friends to join the fun!

Contest period: 2nd November - 16th November

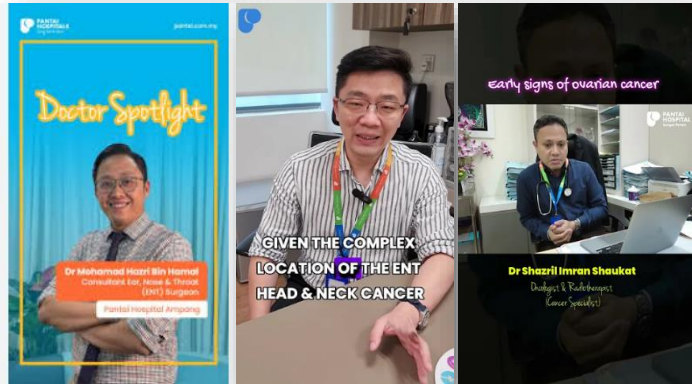
[VIEW POST TO JOIN](#)

November Goals



Social Media videos And infographics

Social media / on ground Initiatives : Thought leadership and lead generation



- Patient Education and Empowerment
- Showcase Expertise
- Reach a Broader Audience
- Promoting Hospital Services and Specialties



Organizing Health carnivals



Thought Leadership

Position Leaders as Thought Leader within the industry

Examples for illustration



FY23 Digital Content Plans

- To position IHH MY as Knowledge Health Hub
- To rank organic keywords & traffic for Pantai & Gleneagles to be Top 3 among private hospitals in Malaysia

Objective

- To position IHH Healthcare Malaysia as the go-to Knowledge Health Hub
- To rank Pantai & Gleneagles as Top 3 among private hospitals in Malaysia
 - To increase organic traffic to website
 - To increase organic keywords
 - To increase average stay-on page time
 - To reduce bounce rate

Plans

- **Website:** To develop more in-depth knowledge content (depth & breadth) across medical specialty focuses
- **Blog:** To develop trending, awareness & lifestyle content

KPIs:

- Target delivery of 350 content by FY23 Dec
- To rank organic keywords & traffic for Pantai & Gleneagles to be Top 3 among private hospitals in Malaysia
 - Increase organic traffic
 - Pantai +15% (2.1mil), Gleneagles +15% (1.6mil)
 - Increase organic keywords ranking
 - Pantai +20% (11k), Gleneagles +20% (6k)
 - Increase average stay-on page time to 3 minutes
 - Reduce bounce rate to 50%



Orthopaedic



Women & Child



A&E



- Health Pulse
- Health Digest
- Infectious Diseases
- Nutrition
- Trending
- Others

FY23 Media Plans: Earned & Paid (Online Advertorials / Radio)

To position Doctors as Thought-Leader in healthcare

Objective

- Informative – Creates/Enhance our brands, facilities and services
- Persuasive - To convince patients/public that we are the leader in private healthcare services
- Reminder – to remind patients/Public that our doctors/hospitals and services provide quality healthcare

Plans

- Doctors' promotion – Doctor's interviews, content write-up, media pitching, FB live streaming, media coverages (focusing on hospital's key specialties)
- A&E, Health

Results/KPIs:

- Increased in brand mentioned for Online and Print – achieve 30% for Pantai (base: FY21 YTD Dec at 24%), 10% for Gleneagles (base: FY21 YTD Dec at 9%)
- Increase in referral traffic & drive leads for website from online media & blogs
- # of coverages, PR value, reach, engagement, avg. time spent, share of voice



FY23 Content Marketing & Media Plans for Pantai and Gleneagles

Business Objectives

- To position IHH Healthcare Malaysia as the go-to Knowledge Health Hub
- To rank organic keywords & traffic for Pantai & Gleneagles to be Top 3 among private hospitals in Malaysia
- To position IHH & doctors as thought leaders

Knowledge Health Hub

Develop content (domestic & international) for global & hospitals' websites and be the content hero in the healthcare industry

- Continuous development of content depth & breadth based on target audience, user journey & 3 content pillars (trending, in-depth knowledge, awareness & lifestyle):
 - ✓ **Deliver 350 content (12 months):** To contribute to total organic branded & unbranded keywords traffic
 - ✓ **Website:** To develop more in-depth knowledge content across medical specialty focuses
 - ✓ **Blog:** To develop trending, awareness & lifestyle content
 - ✓ **Hospital level content:** To collaborate with hospitals to create hospital's USPs content based on geolocation

Position as thought leader

Focus on Content that outreach customers (patients/caregivers) / public for TOM, build retention & potential conversion

- **Advertorials / Radio** - To develop & disseminate content based on audience's intent. Content include:
 - ✓ A&E
 - ✓ Health & Wellness Family Programme
 - ✓ MyHealth360
- **Media** – Position doctors' as thought leaders & collaborate/ engage/ invest with key media partners (earned / paid) to create TOM, increase SOV.

Synergy & Governance

Streamline team collaboration & synergy

- Develop content creation checklist for agencies
- Organise WIP alignment meeting with internal teams (MarCom, Digital, Media) once every 2 weeks

Streamline content synergy

- Partnering with Digital, MarCom & Media team to reflect trending content on all 3 channels (website, social, media) timely & effectively

Support hospital's team on media event to ensure synergy in messaging & media management

- Includes press release, media invite, speeches, moderating media briefings, conducting dry runs, post event media follow-ups, PR coverage reports.

Tracking & Success Measurement

Organic keywords & traffic, average stay-on page time, bounce rate, social engagement, media coverages & SOV



Content Pillars

Three main pillars for media/content approach to increase brand visibility/credibility as well as to maintain Share of Voice (SOV)



Owned - Channels that Thomson fully controls. Website Social media profiles Email marketing lists Mobile apps



Earned - Publicity gained through organic mentions, shares, or recommendations from third parties. Mentions in news articles, online reviews, or blogs. Social media shares, likes, and comments from followers or influencers. Word-of-mouth referrals. Backlinks to the hospital's website from trusted external sources.



Paid- Paid efforts to promote your brand to a broader audience. Mainstream media advertorials, radio, tv. Paid influencer partnerships or sponsored content. Social media ads



Orthopaedic



Women & Child



A&E



Employment History

Compare Hero
Content Specialist
2018 - 2020



Writing / Editing Articles

Part of my core responsibilities here is to write articles related to enhancing the financial literacy of Malaysians. These includes areas of financial managements to the latest updates on financial products like personal loans and credit cards. Apart from this I also write internal press releases. Since we also engage with freelance writers, I will have to guide them to write according to the topic, come up with angles and proof read as well as edit the completed articles. This also includes translators.

All articles written will have to fulfil some SEO/SEM requirements before publishing. A minimum of 3 fresh new articles must be published every week. Since 80 % of our customers end up on our blog, hence I will also need to come up with ideas to increase traffic and drive conversions via properly placed call to action buttons and banners.

Newsletters

I'm also in charge of crafting and sending out our weekly newsletters every Thursdays. We have a weekly theme which I will plan for the entire month for the newsletters. Some of the content in the newsletter are articles, advertisement, latest promotions, latest announcements, surveys, season greetings etc. The software used to send out the newsletters is SendGrid. (Previously Sales Force).

Creative Concepts

Here I work hand in hand with our in-house videographer and graphic designer. This is where social media is given emphasis on mainly on all platforms like Facebook, Twitter, Instagram and Youtube. I will have daily if not weekly brainstorm and discussions to come up with relevant and creative ideas such as VoxPops(Voices of the people) or street interviews, Teaser videos or images for our upcoming promotions etc

Achievements in Comparehero



Interviews with industry leaders

Employment History

bzBee Consult SdnBhd
Assistant Manager



Use all forms of media and communication to build, maintain and manage the reputation of their clients. These range from public bodies or services, to businesses and voluntary organisations. Communicate key messages.

Planning publicity strategies and campaigns, writing and producing presentations and press releases dealing with enquiries from the public, the press, and related organizations organising promotional events such as press conferences, open days, exhibitions, tours and visits, speaking publicly at interviews, press conferences and presentations

Providing clients with information about new promotional opportunities and current PR campaigns progress, analyzing media coverage. Take ownership of each project I was involved in to ensure that our clients' objectives become the objectives of our services.

I also handle Issues and Crisis Communications for our Clients. As a PR Manager, I also cover various fields such as strategic communication, events, executing desired end results for Clients, Enhance visibility & credibility of Clients through various media platforms

Strengths

- Detail-oriented
- Multitasking
- Technical skills
- Analytical skills
- Leadership skills
- Teamwork
- Interpersonal skills
- Effective communication
- Problem solving
- Critical thinking
- Decision making
- Marketing skills
- Writing skills
- Management skills
- Marketing skills
- Creative thinking skills
- Strong customer service skills
- Listening skills
- Collaboration skills



Thank You