

ENGKU NUR ANIS ADILA

BRANDING AND COMMUNICATIONS SPECIALIST



EXECUTIVE SUMMARY

Adila brings **over 13 years of experience in the dynamic fields of branding and communications**. Throughout her career, she has consistently applied a strategic mindset in spearheading initiatives that drive brand growth, enhance mindshare, and foster high-value collaborations.

As a leader, Adila inspires her team to think big and push beyond their boundaries by fostering innovation and resilience. She emphasizes **action-oriented leadership, clear communication, and decisiveness in navigating challenges** while cultivating a culture of continuous learning, teamwork, and ownership.

Currently, Adila serves as the Director of Strategic Communications at InvestKL, playing a pivotal role in positioning Greater Kuala Lumpur as a top investment destination for leading global companies. She **strategizes and executes projects aligned with company goals, driving results in stakeholder engagement, digital campaigns, media visibility, and branding efforts** to showcase Greater Kuala Lumpur's business proposition to a global audience.

Before joining InvestKL, Adila held roles at Malaysia's leading loyalty program and an international event and conference company, where she successfully executed campaigns and delivered impactful events. Earlier in her career, she gained valuable experience working with Astro, American Express, and TM USA. Adila holds a Bachelor of Arts in Business Marketing (Hons) from UCSI University.

AREAS OF EXPERTISE

- Branding
- Digital Marketing and Campaigns
- Content Marketing
- Event Management
- Public Relations and Media
- Partnerships and Collaborations
- Mobile App Marketing
- Database Management
- Customer Relationship Management
- Social Media Management

WORK EXPERIENCES

INVESTKL

Director, Strategic Communications
September 2020 – present

Reporting to:	Chief Executive Officer
Direct Reports:	Four (4)

- Position Greater KL as a top investment destination for leading global companies expanding in Asia.
- Spearhead the creation of branded content across digital and traditional platforms to promote Greater KL's business proposition.
- Develop and implement long-term communication strategies aligned with InvestKL's goals.
- Lead digital transformation initiatives to enhance InvestKL's online presence.
- Manage media engagements and public relations efforts to increase brand awareness, while designing high-impact events.
- Build strategic partnerships with media, government, and key stakeholders to drive collaborations.

NOTABLE ACHIEVEMENTS

Digital Transformation

- Spearheaded InvestKL's pioneering VR initiative, positioning it as the first investment agency in Malaysia to use VR simulations, enabling global investors to virtually explore Greater KL's business hubs during the pandemic while generating leads.
- Revamped digital platforms, including social media, website, and e-newsletters, enhancing investor engagement with a comprehensive resource hub, podcast series, and AI-powered support.

Strategic International Outreach

- Led high-impact media campaigns with global outlets such as *The New York Times*, *The Economist*, *CNN*, *Euronews*, and the *South China Morning Post*, significantly boosting Greater KL's international visibility, meeting set KPIs.
- Developed InvestKL's first in-house international campaigns, showcasing Greater KL's opportunities through cost-effective strategies and optimized resources.

Leadership in Event Strategy & Management

- Designed and led InvestKL's flagship event, *IKL Centre Stage*, facilitating expert discussions and collaborations with stakeholders and multinational corporations, contributing to organizational objectives and cost recovery.
- Led high-level stakeholder engagements with the Ministries, Government Agencies in particular, MITI Minister's and Mayor of Kuala Lumpur's office by organizing events aligned with the goals of boosting investor confidence.

Career Progression

- Promoted twice over the course of four years to Senior Manager and current role as Director.

BONUSLINK

Manager, Marketing & Communications
November 2016 – August 2020

Reporting to:	Head of Department
Direct Reports:	Three (3)

- Develop and execute strategic campaigns to boost member engagement, elevate brand awareness, and enhance member experience, positioning the program as Malaysia's leading loyalty platform.
- Oversee digital platforms (website, e-newsletters, social media, mobile app), providing creative direction and content strategy.
- Identify and cultivate external partnerships while supporting in-house partners like Shell, AmBank, and Parkson with promotional efforts to drive loyalty and increase spending.
- Lead the execution of internal and external events, including roadshows, product launches, and press conferences, to maximize brand visibility and member interaction.

Brand Transformation

- Led the creation and launch of the brand's first corporate video as part of a turnaround strategy, executing a full spectrum of digital activities driving over 1 million views across digital platforms within 30 days.

Digital Growth & Presence

- Strengthened the brand's digital footprint, achieving 200% growth in mobile app downloads and doubling social media followers.

High-Impact Collaborations & Partnerships

- Consistently met KPIs by securing 10+ high-impact partnerships annually with top brands like Samsung Pay, Fave by Groupon, iFlix, Sports Direct, GoCar, Uber, and 20th Century Fox, successfully enhancing brand equity and attracting the millennial market.

WORK EXPERIENCES

NOTABLE ACHIEVEMENTS

INVESTKL

Senior Executive, Marketing & Communications
April 2013 – November 2016

Reporting to: Director

- Carried execution strategies to support annual communication plans through online and offline platforms across local and international media to build awareness of Kuala Lumpur as an investment destination.
- Support the company’s brand strategy through media monitoring, market research, analytical data and gathering key insights from partners, alliances, and other government agencies.
- Spearheaded all digital activities including not limited to website management, social media outreach, database and e-newsletter, SEO, SEM and special online campaigns.
- Plan local activities and annual events while providing comprehensive support on international events through presentations and marketing collaterals to convey the company’s key message.

- Transformed the company’s digital front by revamping owned media platforms such as website, e-newsletter, database management and social media.
- Grew the worldwide database by 1233% over 3 years and later designed a customized ‘user friendly’ database management tool to plan effective data-driven campaigns.
- Excellent track record in executing print and digital campaigns, video production series, event management focused on roundtable sessions, networking forums, press conferences while building positive rapport with the media, government agencies, partners, and chambers.

UNI STRATEGIC

Conference Producer
December 2011 – April 2013

Reporting to: Head of Department

- Develop a comprehensive market research and analysis report to identify relevant and marketable training agendas throughout various industries in line with the current needs of C-Level Decision Makers.
- Reached out to world-class speakers and professional trainers while collaborating with various thought leaders to design event agendas.
- Supervised the end-to-end coordination of speaker bookings, event logistics and program materials to deliver a successful event.
- Supported the sales and marketing team through product briefings and implementation of selling and communication strategies.

Successfully led 6 local and 3 international projects, generating over RM100, 000 in profits/per event as listed below:

- Sales Compensation Management Excellence (KL) (Singapore)
- Petroleum Financial Accounting & Reporting Strategies + IFRS (KL) (Dubai)
- Cost Estimation Methodologies throughout the Life Cycle for Oil & Gas Projects (KL)
- Maintenance Audit and Benchmarking Excellence for the Oil & Gas Industry (KL)
- Corporate Emergency Response Planning (KL)
- Handling Difficult Customers & Complaints (Bangkok) (Jakarta)
- Global Treasury Management (KL)