



Mohd Nazrul Hafizi Bin Md Jaffar

Strategic Communication | Government Relations |
Event Management

A highly competent, dynamic, and well-organised team player with experience in strategic communication and event management. Vast experience in dealing with government agencies, lobbying, crisis communication management and diplomacy.

Experience

2022 - Present

Bank Muamalat Malaysia Berhad

2024 – Present: Acting, Head of Marketing and Communications

2023-2024: Head of Corporate Communications

Lead and manage a Corporate Communications team, driving strategic initiatives to enhance the bank's reputation and brand positioning. Key responsibilities include:

PR and Media

- Spearheaded public relations engagement with media, resulting in RM2.72 free media coverage (RM770k,2022) increase in positive media coverage.
- Developed and executed comprehensive communications and media plans for key initiatives, ensuring alignment with organizational objectives.
- Cultivated and maintained long-term relationships with key stakeholders, fostering collaboration and support for the bank's goals.
- Reviewed and refined promotional materials to maintain consistency and effectiveness in messaging.

Event Specialist

- Strategized and executed the bank's official and CSR events, resulting in enhanced brand visibility and reputation.
- Managed key strategic business, corporate, and CSR events, ensuring seamless execution and high attendee satisfaction.
- Developed and implemented the Bank's Brand CI event and launch including the Bank Bergerak Bank Muamalat.
- Secured participation from external VIPs, including representatives from BNM, AIBIM, PDRM, and other prominent organizations.
- Provided protocol support to senior management for high-profile events, ensuring smooth operations and stakeholder engagement.

Social Media and Branding

- Led the team in revamping the bank's social media strategy, resulting in 70% increase in engagement rate and brand awareness.
- Developed and presented a comprehensive strategy paper for social media to senior management, gaining approval for implementation.
- Supported the implementation of the bank's new Corporate Identity, ensuring alignment with branding guidelines.

Exhibition, Sponsorship and Merchandise

- Managed and actively participated in over 14 key exhibitions, including SELHAC 2023, BPEX 2023, JPEX 2023, SME Grant 2023, and KCK Kelantan, among others, further enhancing the bank's engagement and visibility in these crucial platforms. Successfully secured premium space for the KCK Johor exhibition.
- Received three prestigious recognition awards for the Best Booth and Most Happening Booth at SELHAC and JPEX, showcasing the bank's commitment to creating engaging and attractive exhibition spaces.
- Demonstrated tangible results by generating over RM7.7 million in deposits and acquiring more than 2,300 leads for financing applications through exhibition efforts, highlighting the bank's ability to drive business growth and expansion through these engagements.
- Assessed sponsorship requests, proposed suitable opportunities, and ensured adherence to the bank's guidelines and objectives.

Contact

Phone

017-9211384

Email

nazrul_21@yahoo.com

Address

08-08, Residensi Wangsa Meranti, Jalan
Meranti, Taman Medan Idaman,53000
Setapak, Wilayah Kuala Lumpur

Personal Info

Age : 31 years old

DOB : 21 July 1992

Gender : Male

Nationality : Malaysia

Education

2015

CGPA: 3.68

Universiti Teknologi Mara (UiTM)
Bachelor in Communication (Hons),
Interpersonal Communication

2013

CGPA: 3.31

Universiti Teknologi Mara (UiTM)
Diploma in Communication and Media
Studies

Language

English

Malay

Reference

SYAHIDA AZUREEN

Head Marketing and Branding, Bank Muamalat
Malaysia Berhad
Phone: 012-2423696

ZIANA MOHD ARIFF

Manager,
Bank Negara Malaysia
Phone: 019- 314 9487

DATO' SHAHRUL NASRUN

President,
Gerakan Belia Gagasan1 Malaysia
Phone: 013-388 3380

MRS. MARYAM SALWAANA

Manager, UMW-OG
Phone: 014-264 1242

Experience

2015 - 2021

Bank Negara Malaysia

Senior Executive, Strategic Communications

Project and Media Management

- Led the successful development and implementation of the Bank's Communication Playbook for 2021, streamlining communication processes and improving messaging consistency. Presented the playbook to senior management, receiving commendation for its effectiveness.
- Coordinated communication efforts as a Committee Member of the Communication Taskforce for the exit-auto moratorium and targeted repayment assistance, ensuring timely dissemination of information to customers, stakeholders, and the public.
- Orchestrated the first-ever Annual Report virtual engagement sessions, attracting a record number of participants and achieving widespread stakeholder engagement.
- Managed relationships and media campaigns for the Islamic Finance and Takaful sector, fostering strong partnerships and executing successful media campaigns.
- Developed comprehensive communication plans for various policies and initiatives, resulting in improved stakeholder understanding and engagement.
- Led content creation, developed impactful social media strategies, and designed communication plans to promote the Bank's brand and key initiatives.
- Managed international and local events for Islamic Finance, overseeing end-to-end planning and execution, resulting in increased brand recognition and industry presence.

Government Relations

- Successfully tabled the RUU Matawang 2019 in parliament through Dewan Rakyat and Dewan Negara, resulting in its implementation as legislation.
- Led and coordinated all parliamentary-related matters for the bank, including crafting responses to Dewan Rakyat and Dewan Negara, and ensuring compliance with legislative requirements.
- Prepared comprehensive forecasts and analyses of issues for upcoming parliamentary sittings, enabling proactive communication and effective engagement with lawmakers.
- Served as the dedicated liaison officer for briefing sessions with the YB Minister and Deputy Minister, ensuring smooth communication and alignment of objectives.
- Crafted and proposed key messages for YB Minister and Deputy Minister's media interviews and social media content, effectively positioning the bank's initiatives and achievements.
- Developed and managed a robust Parliamentary responses database, enabling quick access to relevant information and efficient handling of parliamentary inquiries.

July - Oct 2015

Gerakan Belia Gagasan 1 Malaysia

Public Relations Officer

March - July 2015

UMW OIL & GAS CORPORATION BERHAD (UMW-OG)

April - Aug 2013

Pakar Event Sdn Bhd