

# MOHD IZWAN AZIR

# MOHAD SALEH

Senior Media Professional



 Shah Alam, Selangor

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Seasoned media and communications professional with proven expertise in media relations, brand development, and event management. Excels at orchestrating impactful campaigns, nurturing high-performing teams, and delivering quality outcomes within budget. Combines strategic thinking with creative storytelling to build meaningful connections and drive successful initiatives.

## Experience

June 2024 -  
Jan 2025

### Head, Communications & Industry Relations Division

*Malaysian Communications and Multimedia Commission, Cyberjaya, Selangor*

- Led cross-functional teams to successfully launch new campaigns, meeting deadlines and budgets.
- Optimized project timelines by effectively delegating tasks and prioritizing workload among team members.
- Achieved departmental goals by developing and implementing strategic plans and initiatives.
- Developed detailed plans based on broad guidance and direction.
- Wrote clear, concise press releases that generated significant media coverage and increased public awareness of key initiatives.
- Developed targeted communication plans to support organizational change initiatives.
- Advised senior management on communication risks and opportunities, influencing strategic decisions.

July 2023 -  
June 2024

### Consultant (Special Project)

*Media Selangor Sdn. Bhd., Shah Alam, Selangor*

- Executed a strategic project to transition SelangorTV from a state-focused online service to a national free-to-air network; boosted the brand engagement and increased advertising revenue positively
- Expanded project scope to include economic, sports, and entertainment beyond Selangor, increasing engagement on social media in just six months
- Counseled top executives on strategic restructuring initiatives; cultivated a

corporate environment aligned with renowned media conglomerate

- Facilitated communication with government agencies by establishing streamlined processes, ensuring regulatory compliance

Sept 2020 -  
June 2023

### **Radio Announcer**

*Media Prima Berhad, Petaling Jaya, Selangor*

- Breakfast show anchor - 'Fokus Pagi' in Buletin FM- was listed as the number one program in listening hours for adults 30-34 years old in National Radio GFK Survey 2022
- Curated show content by analyzing and predicting cultural and trending topics; increased listeners engagement and in social media
- Initiated and brainstormed seasonal show concepts with producers and writers
- Grew listenership by 20% from 2020-2021

Feb 2016 -  
Feb 2021

### **Lieutenant (Reserve), Strategic Communication Department**

*Royal Malaysian Navy, Ministry of Defense, Kuala Lumpur*

- Implemented a centralized information hub; boosted team information accessibility and decreased redundant queries
- Managed communication flow between the Navy and local media, organizing press conferences; increased transparency and media relations, significantly improving public perception and trust in military operations
- Take on the role of a coordinator to create 'The Navy Update', a daily video clip that gets shared on Navy team's social media platforms

July 2018 -  
Feb 2020

### **Press Secretary to the Minister**

*Ministry of International Trade & Industry, Kuala Lumpur*

- Engineered targeted media relations programs for the Minister's office, fostering relationships with key journalists and influencers, which led a rise in positive news stories and increase in public trust ratings
- Curated and maintained Minister's brand image by upholding principles of integrity, truth, and collective spirit; increased public approval ratings especially within constituency
- Permanent Representative to Central Strategic Communications Committee led by the Prime Minister's Office
- Fostered productive relationships with influential journalists and media figures, driving uptick in press mentions and significantly boosting the ministry's public image and credibility

July 2002 -  
July 2018

### **News Editor & Anchor**

*Sistem Televisyen Malaysia Berhad (TV3), Petaling Jaya, Selangor*

- 16 years of 'all-round' experience, both local and international platforms
- Delivered timely and accurate news coverage on various subjects such as politics, business, crime, and social culture, achieving a continuous rise in daily

viewership and expanding market reach

- Reported global events including press conferences by prominent world leaders such as US President Barack Obama, Secretary of State Hillary Clinton, Condoleezza Rice
- Proofread reports, broadcasting and TV presenter scripts on daily basis, maintaining correct grammar with no errors
- Facilitated coordination between teams and internal departments, prioritizing and delivering key news and events



## Education

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2004

### **Bachelor of Arts: Human Sciences (Communications)**

*International Islamic University of Malaysia - Gombak, Selangor*

- Coursework in Organizational Communication
- Graduate with a double degree together with Islamic Revealed Knowledge
- President, Communication Student Forum (2003-2004)



## Accomplishments

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- More than 500 hours of news produced covering politics, business, crime and entertainment.
- Maintained positive media ratings for MITI Minister during his tenure, and was pioneered for Minister's interview 'LIVE' on CNN and Bloomberg in New York, United States (2019).
- The President of the United States, Donald Trump positively commented the statement given by MITI Minister on CNN at one of his press conferences in the White House.
- First and most viewed news anchor for breaking news i.e. MH370 & MH17 tragedies.



## Skills

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- Teamwork
- Verbal and written communication
- Team management
- Collaborative leadership
- Adaptability

- Leadership
- Time management
- Problem-solving



## Languages

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**Malay :** Native language

English

■ ■ ■ ■ ■ ■  
Proficient (C2)

Indonesian

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Advanced (C1)

Arabic

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Elementary (A2)



## References

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**Tunku Nashrul bin Tunku Abaidah**

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**Mejar Mohd Anderie bin Dato' Seri Maharudin**

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