



## ABOUT ME



### Name

Mohammad Asrul Bin  
Mohamad

### Date of Birth

29 August 1990



### Address

Cyberjaya, Selangor



### Phone

017-2669793



### Email

asrulmohamad90  
@gmail.com



## SKILLS

- ✓ Communications
- ✓ Public Relations
- ✓ Stakeholder Management
- ✓ Risk Management
- ✓ Emceeing & Hosting
- ✓ Public Speaking
- ✓ Event Management
- ✓ Research Writing
- ✓ Translation & Proofreading
- ✓ Microsoft Office



## LANGUAGE

- ✓ Excellent proficiency in both  
Malay and English  
languages

## ASRUL MOHAMAD

### Strategic Communications Specialist

A dynamic communications specialist with a proven track record in government and private sectors, particularly in the energy industry. Skilled in stakeholder management and passionate about sustainability, I strive to drive strategic communications, enhance brand positioning, and contribute to the company's success.

## EDUCATIONAL BACKGROUND

### INTERNATIONAL ISLAMIC UNIVERSITY MALAYSIA (2009 – 2014)

- Bachelor's Degree of Human Sciences (Hons) in Sociology and Anthropology (Minor in Islamic Revealed Knowledge)

## WORK EXPERIENCE

### PETROLIAM NASIONAL BERHAD (PETRONAS)

#### SR EXECUTIVE, SPONSORSHIP MANAGEMENT (OCTOBER 2024 – CURRENT)

- Manage the negotiation and execution of motorsports sponsorships, ensuring compliance and value delivery.
- Build and maintain strong relationships with key motorsports partners and manage strategic alliances to drive successful activations.
- Strategise to align sponsorships with business goals, boosting commercial growth and brand visibility.
- Lead the evaluation of sponsorships and partnerships to ensure they align with PETRONAS' objectives.

#### SR EXECUTIVE, REPUTATION RISK (MARCH 2020 – SEPTEMBER 2024)

- Recognised as a subject matter expert in proactive reputation risk management, safeguarding PETRONAS' license to operate.
- Led the development of reputation risk assessments and mitigation strategies, empowering business units and the President's Office in decision-making.
- Trainer on reputation management and crisis communications to communications practitioners across PETRONAS globally.
- Pioneered the development and annual reviews of PETRONAS Group Strategic Relations & Communications' (GSRC) first Business Continuity Plan.
- Spearheaded scenario development and coordinated Testing & Exercises for GSRC, ensuring preparedness for crises and prolonged disruptions.

### EXECUTIVE, PUBLIC AFFAIRS - DUTCH LADY MILK INDUSTRIES BERHAD (NOVEMBER 2019 – FEBRUARY 2020)

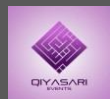
- Established engagements with the government and regulatory bodies to get updates related to new policies affecting the Company.
- Led strategic sponsorships to support the Company's mission of nourishing the nation, partnering with government entities and educational institutions (e.g., food banks).
- Designed and implemented sustainability and safety initiatives, boosting internal engagement with a successful office-wide recycling campaign.
- Developed mechanism and provide intelligence on social, economic, and political trend/development.

### ASST DIRECTOR, CORPORATE COMMUNICATION - SUSTAINABLE ENERGY DEVELOPMENT AUTHORITY MALAYSIA (APRIL 2017 – OCTOBER 2019)

- The primary focal point for stakeholder management, effectively resolved stakeholder feedback and inquiries via electronic media platforms and face-to-face consultations in a timely manner.
- Led the overall coordination and execution of the Authority's events and



## SPECIAL INVOLVEMENT



### QIYASARI EVENTS

Emcee, host, event planner



### Talent at A Talent Academy

"Speak With Charisma" A camp conducted by Cikgu Shafi (Akademi Fantasia)



## REFERENCE

- Mr. Khael A Malik**  
Manager  
Petroliam Nasional Berhad (PETRONAS)  
Mobile: +6014 – 9050 778  
Email: khael.amalik@petronas.com
- Ms. Arnis Abdul Rashid**  
Assistant Director  
Sustainable Energy Development Authority Malaysia  
Mobile: +6019 – 7746 932  
Email: arnis@seda.gov.my

exhibitions aimed at promotional campaigns and awareness.

- Led event coordination and sponsorship efforts for the 4th International Sustainable Energy Summit (ISES) 2018, securing RM1 million in sponsorships and achieving highest record participation.
- Produced company literature, social media content, and promotional materials, including SEDA's corporate booklet, training programs, and Raya campaign.
- Editorial committee for the Sustainable Energy Malaysia magazine and SEDA Malaysia's annual report; coordinate, copyedit and proofread.

### SPECIAL OFFICER TO CHAIRMAN OF HUMAN RIGHTS COMMISSION OF MALAYSIA (OCTOBER 2016 – APRIL 2017)

- Orchestrated exclusive projects for the Chairman, collaborating with diverse divisions, crafting talking points and speeches, coordinating schedules, and ensuring seamless follow-up across leadership and meetings.
- Focal person for the Chairman's Office, acting as the crucial link between the Secretary General's Office, Corporate Communication Division, and external stakeholders.
- Led the coordination of the Chairman's regional roadshow and community engagement, encompassing higher educational institutions and state governments in Sabah and Sarawak.

### POLICY OFFICER - HUMAN RIGHTS COMMISSION OF MALAYSIA (MAY 2015 – SEPTEMBER 2016)

- Identified and shaped human rights policy areas for Malaysia, collecting, interpreting data for Commissioners, while ensuring regular updates and fostering collaboration with partners and external organisations.
- Co-led the implementation of the UN Guiding Principles of Business and Human Rights for Malaysia, orchestrating a series of roundtable discussions involving diverse stakeholders.
- Contributed as a task force member for data collection for a research initiative focusing on Study on Discrimination Against Transgender Persons based in Kuala Lumpur and Selangor.

### RESEARCH OFFICER - INSTITUTE FOR PUBLIC HEALTH BANGSAR, KUALA LUMPUR (OCTOBER 2014 – APRIL 2015)

- Assisted research investigator in conducting research. Led the team to collect data and sort questionnaire to be entered into the SPSS system and other administrative works.
- Research project: Methadone Treatment

## CERTIFICATE AND AWARD

- |                         |  |
|-------------------------|--|
| 2024, Kuala Lumpur      | ➤ PETRONAS Top Talent Identification for Career Development  |
| 2023, Selangor          | ➤ Information Officer & Liaison Officer (IOLO) Training for Central Region   |
| 2022, Kuala Lumpur      | ➤ Media Bootcamp   |
| 2022, Kuala Lumpur      | ➤ English and Copywriting Course by British Council  |
| 2020, Kuala Lumpur      | ➤ Crisis and Reputational Risk Management by 8M Media and Communications (Australia)   |
| 2017, Selangor          | ➤ How to Control Journalists & Their Questions and Make Them Write What You Want Them to Write   |
| 2017, Kuala Lumpur      | ➤ <i>Anugerah Perkhidmatan Cemerlang</i> by the Human Rights Commission of Malaysia (SUHAKAM)  |
| 2015, Bangkok, Thailand | ➤ RWI Regional Blended Learning Course on Human Rights and the Environment in SEA organised by Raoul Wallenberg Institute of Human Rights and Humanitarian Law (RWI) |
| 2015, Kuala Lumpur      | ➤ Human Rights Training organised by Malaysian Centre for Constitutionalism and Human Rights (MCCHR)   |