

NG LI YEEN

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Bachelor of Corporate Communication (HONS), Universiti Tunku Abdul Rahman (UTAR)

PROFILE OVERVIEW

Experienced Corporate Communication Specialist with Over 8 years of Expertise

Results-driven communication professional with over seven years of experience in internal and external messaging, stakeholder engagement, and strategic planning. Skilled in crafting impactful content, managing complex projects, and enhancing corporate reputation. Known for a meticulous and diplomatic approach, I excel in developing effective strategies, fostering stakeholder relationships, and delivering high-quality business writing. Committed to continuous learning and innovative problem-solving to stay at the forefront of best practices.

CORE COMPETENCIES

- Strategic Corporate Communication
 - Interpersonal and Stakeholder Management
 - Project and Organisational Coordination
 - Business Writing and Content Development
 - Internal and External Communication
 - Diplomatic and Effective Relationship Building
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PROFESSIONAL EXPERIENCE

Nestlé Products Sdn Bhd (*June 2022 – Present*)

Position: Senior Digital and Communications Executive

Roles:

- Project lead for Annual Report, including strategic planning, content development, design concept and final production (Awarded the National Annual Corporate Report Awards (NACRA) 2023 for Best Design and Best Sustainability Reporting Categories)
- Strategise and execute local digital and content strategy for all corporate digital assets
- Offer comprehensive media counsel for all Nestlé brands and review media-related documents to ensure alignment with corporate messaging and compliance with global standards
- Develop and execute external communications materials including through Annual Report, corporate website, social media platforms and others
- Optimise website content and implement SEO strategies

1 Utama Shopping Centre (*April 2021 – March 2022*)

Position: Senior Public Relations Executive

Roles:

- Plan and execute on-ground events, social media campaigns and CSR programmes

- Develop press releases, media invite, marketing presentation deck, corporate statements and handle media enquiries, briefings and Q&As
- Develop and implement crisis communication and media strategy
- Build and maintain strong connection with media stakeholders
- Manage 1U's social media accounts, including creating content, optimising ads, develop interactive campaigns to build brand presence
- Conceptualise and copywrite promotional & marketing collaterals whilst generating multi-channel content in-house and with vendors

Genting Malaysia Berhad (*August 2016 – March 2021*)

Position: Corporate Relations and Communications Executive

Roles:

- Oversee all matters pertaining to corporate philanthropy and sponsorship
- Plan and execute corporate events and community activities
- Conduct research and prepare presentation materials for Senior Management
- Develop and proofread communication materials such as press releases, write-ups, website and social media content
- Liaise with various stakeholders to compile information for Annual Report and Sustainability Report
- Responsible for content management of corporate website and social media platform
- Monitor, compile and translate the news and media coverage of the organisation

Robert Bosch (M) Sdn Bhd (*May 2015 – October 2015*)

Position: Corporate Communication Intern

Roles:

- Facilitate internal and external communication to enhance collaboration and boost productivity across departments
- Plan, coordinate and execute corporate events, communication campaigns, special tours and VIPs' visits
- Monitor, analyse and compile the news and media coverage of the organisation, government bodies, agencies and all relevant stakeholders
- Assist in drafting speeches, press releases and feature articles for events

QS-FIRST (M) Sdn Bhd (*February 2011 – April 2013*)

Position: Admin cum Project coordinator

Roles:

- Lead, manage and supervise a team of 10 to achieve monthly goal and KPI
- Assist the Research and Data Analysis Department by providing raw market survey data
- Execute full spectrum of Human Resources Management functions such as recruitment, manpower planning, employee relations, performance appraisal, staff training and development, payroll administration, office budgeting and general administration
- Provide strategic HR advice and innovative solutions to management for effectively resolving complex human resources issues
- Organise and plan internal training and recreational activities to boost team morale and build stronger relationships among team members