

NUR SALINAH ZAZALI

Seri Kembangan, Selangor | nursalinahz@gmail.com | 0198814505 | www.linkedin.com/in/nursalinahzazali/

Results-driven communications professional with **3+ years of experience** in strategic communications, corporate branding, public relations, and event management. Proven success in developing integrated communication campaigns, managing stakeholder engagement, and executing high-impact PR initiatives. Adept at crafting compelling narratives, content creation, and multimedia production to enhance corporate reputation and brand positioning. Recognized for leadership in internal communications, digital content strategy, and corporate event management.

EDUCATION

International Islamic University Malaysia

2019 - 2023

Bachelor of Human Sciences (HONS) in Strategic Communications - CGPA: 3.40

CORE SKILLS & COMPETENCIES

- **Corporate Communications & PR** - Media relations, press releases, crisis communications.
- **Content Development & Copywriting** - Social media, newsletters, corporate reports, speeches.
- **Stakeholder Engagement** - Government, NGOs, internal communications.
- **Event Management & Hosting** - Conferences, roadshows, corporate forums, master of ceremony.
- **Branding & Digital Content** - CanvaPro, Adobe Photoshop, Filmora, CapCut, CorelDraw
- **Strategic Planning & Project Management** - Internal communications, cultures initiatives, change management

WORK EXPERIENCE

Suriah Advertising Sandakan Sabah, Marketing & Graphic Designer

Jan 2021 - Dec 2023

- Developed branding strategies and digital marketing campaigns.
- Designed graphics and digital content for government and corporate clients.
- Managed social media ads, SEO, and email marketing to enhance brand reach.
- Oversaw day-to-day admin operations and client relations.

Suriah Advertising Sandakan Sabah, Corporate Comms & PR

Jan 2025 - Present

- Create and manage content for press website updates, and social media to boost brand visibility and audience engagement.
- Collaborate with marketing teams to ensure consistent brand messaging across all platforms.
- Monitor and report on website and social media analytics, using insights to optimize communication strategies.
- Support the organization of corporate events, public engagements, and internal stakeholder communications.
- Create visually appealing graphics, advertisements, social media content, and promotional materials.
- Design brochures, banners, signage, and other print and digital marketing materials.

PETRONAS, Protege Trainee: Culture Communications, Competency & Stakeholder Management

April 2024 - Jan 2025

- Spearheaded the development and execution of integrated communication strategies across 4 regions.
- Led the production of a corporate HSE awareness video on psychological safety, overseeing concept, storyboarding and production.
- Managed PR campaigns for major corporate events, including PD&T and Partners HSE Conference 2024 and Generative Culture Roadshows.
- Designed and executed internal communication campaigns, including newsletters, social media, and leadership messaging.
- Coordinated stakeholder engagement activities, fostering cross-department collaboration.
- Successfully launched and led the 'Refreshed Zeto Rules' communication campaign.

- Developed communication materials to enhance knowledge-sharing culture, including KM Podcasts (CSI rating: 4.82/5.0)
- Hosted and produced PETRONAS' Knowledge Management Podcast, driving engagement with over 1,000 listeners.
- Organized 12 Prompt Engineering Clinics (J.Ai training sessions) facilitating knowledge-sharing initiatives.
- Led PR efforts for a mental health awareness forum, achieving a 4.65 CSI rating.
- Designed and managed digital campaigns, producing promotional videos, posters, and email blast.

KEY PROJECTS & ACHIEVEMENTS

- **PETRONAS Knowledge Management Day 2023 & 2024.** Successfully organized and run the high-profile event as Master of Ceremony (Emcee) guided the flow of live events, ensuring a seamless and engaging experience for the audience.
- **HSE Corporate Video Production.** Successfully lead and assisted the team on the production for HSE Corporate Video anchoring on psychological safety awareness.
- **Generative Culture Leadership Training.** Managed and hosted the monthly thematic sharing session, prepared promotional materials and distributed to the whole Business Units with the rating of **CSI 4.65 & 4.89.**
- **Mental Health Awareness Forum.** Successfully hosted and coordinated the event in collaboration with NerveCentre.
- **101 Prompt Engineering J.Ai Clinics.** Designed and executed a communication strategy to promote the sessions, including portals posts, email campaigns, program listings & post-event write up.
- **Knowledge Management Jom KopiTalk Podcast.** Responsible for content planning and coordination, podcast marketing & promotion and ensuring brand consistency.

TECHNICAL SKILLS

Microsoft Office Suite (Excel, PowerPoint, Word)	Analytics & Reporting: Power BI
Digital Content & Design: CanvaPro, Filmora, Capcut, Adobe Photoshop, CorelDraw	Social Media Marketing: Facebook Ads, Instagram Ads
Stakeholder Management Software: Borealis	SEO & Google Analytics

AWARDS & RECOGNITION

- **PETRONAS Focus Recognition** - Knowledge Management Day 2023 & 2024
- **PETRONAS Focus Recognition** - Mental Health Session & KM Podcast 2023
- Suriah Advertising Sandakan - **Best Business Award (Anugerah Perniagaan Terbaik Sandakan) 2024**

LANGUAGE

- English: Full Professional Proficiency
- Malay: Native or bilingual proficiency
- Arabic: Elementary proficiency

REFERENCE

Suriah Amin CEO, Suriah Advertising Sandakan Email: suriahamin01@gmail.com	Nazaruddin B M Lutfi Manager, Culture Communication Competency Stakeholder Management, HSE PD&T PETRONAS Email: nazaruddin.lutfi@petronas.com	Farah Edura A Karim Executive, Knowledge Management, ED PETRONAS Digital Sdn Bhd Email: farahedura.abdkarim@petronas.com
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