



# Eliya Ayesya

## Mohd Faisal

### Public Relations Practitioner

A skilled Public Relations professional with over 10 years of working experience in Corporate Communication, Media Relations & Event Coordination. Exceptional skills in relationship building with a strong commitment to delivering results and driving business growth.

## Contact

### Phone

+6019-3961665

### Email

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### Address

No. 3, Jalan Raja Udang 6/9A,  
40000 Shah Alam, Selangor

## Education

2012

Bachelor's Degree of Mass  
Communication & Media Studies  
(Hons.) Public Relations

Universiti Teknologi Mara (UiTM)  
CGPA: 3.12

2009

Diploma of Mass Communication &  
Media Studies

Universiti Teknologi Mara (UiTM)  
CGPA: 3.3

## Expertise

- Public Relations
- Media Relations
- Copywriting
- Event Management
- Stakeholder Engagement
- Sustainability

## Work Experience

### 2023 - Present

#### Gas Malaysia Berhad | Stakeholder Management



- **Media Relations:** Leveraged & increased media engagements, pitched for media interviews, responded to media inquiries & secure advertisement and broadcast placements.
- **Strategic Communication:** Developed and executed the company's annual Strategic Communication Plan.
- **Event Management:** Planned, initiated and implemented corporate and CSR initiatives.
- **Crisis Communication:** A member of the Media Response Team.

#### Key Deliverables

- PR Value increased by 50% as a result of more earned news coverage.
- Introduced process improvements, i.e. Public Relations SOP & developed & executed a comprehensive Strategic Communication Plan.

### 2022 - 2023

#### Techbond Group Berhad | Sustainability Officer



- **Sustainability Reporting:** Developed the Group's Sustainability Report, ensuring compliance with regulatory bodies such as Bursa Malaysia and a series of benchmark and tradable indices on ESG such as FTSE4Good Russell Index & GRI Standards.
- **Presentation Decks:** Developed presentation decks on ESG, Sustainability & Climate Change for various audiences (i.e. Board Members, Senior Management, employees).
- **Communication Materials:** Organised companywide awareness on ESG, Sustainability & Climate Change through talks, email distribution & poster developments.

#### Key Deliverables

- Developed the Group's Sustainability Report; gathered information, verified data & obtained third-party verification for Bursa submission.
- Assessed the company's ESG performance and led ESG initiatives to accomplish the company's short, medium & long term sustainability objectives.

### 2018 - 2020



#### Lotte Chemical Titan | Sr. Exec. Corporate Comm.

- **Copywriting:** Developed Press Releases, speeches, festive missives, & spearhead the issuance of the bi-annual corporate newsletter.
- **Media Relations:** Circulate media advisories & Press Releases, represent the company during corporate & CSR events & implement media engagement efforts.
- **Event Management:** Planned, initiated and executed corporate & CSR initiatives.

#### Key Deliverables

- Contributed significantly to the formation of the company's Corporate Communication division, putting key functions & deliverables in place.
- Increased the company's visibility in the media through earned news coverage resulting from Press Release issuances.

## Personal Details

### Date of Birth

29 June 1988

### Nationality

Malaysian

### Religion

Islam

### Driving License

Valid

### Notice Period

2 months

## Reference

### Natra Ahmad Zainudin

Senior Manager, Retail Asset Management,  
Pelaburan Hartanah Berhad

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Email : natra.ahmad@gmail.com

### Faizatul Amrah Kamaruddin

Lecturer, Universiti Tun Abdul Razak

Phone: +6019-2711947

Email : amrahkamaruddin@gmail.com

## Work Experience

### 2016 - 2018



Puncak Niaga Holdings Berhad | Public Relations Exec.

- **Copywriting:** Developed Press Releases, speeches, articles & special reports & contribute to the development of the company's bi-annual newsletter.
- **Proofreading:** Proofread writing materials, policies, manuals, etc. to ensure communication materials adheres to the company's brand guidelines.
- **Event Management:** Planned, initiated and implemented corporate and CSR initiatives.

#### Key Deliverables

- Led the Publications Unit which is responsible for the creation of numerous writing assignments assigned by the company and its subsidiaries.

### 2014 - 2016



NU Sentral Shopping Centre | Media Relations Exec.

- **Media Relations:** Conducted daily media monitoring, distributed Media Advisories and Press Releases, served as the media focal point for corporate and CSR programmes, established media relationships, conducting media rounds during festive seasons.
- **Copywriting:** Developed Press Releases and content for media pitching, speeches, official letters, emcee scripts & proofread marketing materials.
- **Event Management:** Planned, initiated and implemented corporate and CSR initiatives.

#### Key Deliverables

- Played a key role in NU Sentral's publicity drive by introducing NU Sentral to the media through frequent media visits, meetings and luncheons.

### 2013 - 2014



MCIS Insurance Berhad | Corporate Strategy & Branding Exec.

- **Copywriting:** Developed Press Releases, CEO Messages, CEO Festive Messages.
- **Branding:** Initiated CI audit and spearheaded the company's rebranding exercise, custodian of the corporate website and intranet, proofread brochures and manuals.
- **Event Management:** Planned, initiated and implemented corporate and CSR initiatives.

#### Key Deliverables

- Spearheaded the company's rebranding exercise which included the creation of a new logo, the redesign of brand identity, brand spirit, corporate & marketing materials, the look and feel of assets and branch offices, merchandises and any material bearing the company insignia, to ensure brand consistency.

### 2013 - 2014



Gapurna Sdn. Bhd. | Corporate Communication Exec.

- **Copywriting:** Developed & distributed Press Releases & Media Advisories.
- **Event Management:** Planned, initiated and implemented corporate and CSR initiatives.
- **Social Media:** Established and managed company's social media account.

#### Key Deliverable

- Contributed significantly to the formation of the Corporate Communication division by performing duties and responsibilities singlehandedly.