



# MUNIRAH A. SANI

Head of Corporate Communications | Strategic Storyteller | Stakeholder Engagement Expert

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[linkedin.com/in/mooniesaniatwork](https://www.linkedin.com/in/mooniesaniatwork)

Senior communications leader with 20+ years' experience driving strategic narratives, stakeholder trust, and brand positioning across national corporations and media platforms. Proven expertise in corporate affairs, internal communications, crisis response, and public engagement. Passionate about building meaningful connections between organisations and their communities through compelling, clear, and consistent messaging.

## EDUCATION

### UNIVERSITI UTARA MALAYSIA, KUALA LUMPUR CAMPUS

Oct 2015 – Nov 2020  
Bachelor (Hons) of Creative Industry  
Management (First Class Hons.)  
CGPA 3.90

### UNIVERSITI TEKNOLOGI MARA, SHAH ALAM

July 2004 – Nov 2008  
Diploma in Creative Technology (Creative  
Writing)

## SKILLS

Strategic Communications | Stakeholder  
Engagement | Media Relations | Crisis &  
Issues Management | Government &  
Regulatory Liaison | Content Strategy |  
Event Management

### Language

Fluent in Bahasa Malaysia & English  
(spoken and written)

### Technical

Software: MS Office & CMS

Editing: iMovie, Final Cut Pro, ProTools  
(intermediate proficiency)

### Other Skills

Excellent in Public Speaking, Public  
Relations, and Speaking Coaching.

### Certification

Crisis Management  
Crisis Communications

Six Thinking Hats (Edward de Bono  
Institute)

## ACHIEVEMENTS

1. Pioneer set-up team for HOTFM in 2005 that went on to be the No 1 Malay radio station in Malaysia for a few years in a row, while recognized as Employee of The Month twice and promoted to Head of News.
2. Consistently evaluated as 'Exceeding Expectations' during service with Media Prima and ASTRO; and High Band Meeting Expectations with CSR.
3. Succeeded in creating and implementing the first Communication Policies and Corporate Identification Manual for CSR.
4. Succeeded in creating and implementing streamlined internal communications process for BERNAS.

## WORK EXPERIENCE

### MALAYSIAN TECHNOLOGY DEVELOPMENT CORPORATION (MTDC) – HEAD OF CORPORATE COMMUNICATIONS

November 2024 to present

- Spearheaded strategic branding to position MTDC as a national tech investment leader.
- Lead stakeholder engagement across government, industry, and VC communities.
- Direct campaigns for key initiatives (e.g., R2G, MySTI) aligned with national agendas.
- Manage crisis communications and corporate reputation across all channels.

### PADIBERAS NASIONAL BERHAD – HEAD OF INTERNAL RELATIONS (GROUP) (promoted from Central Sugars Refinery S/B)

January 2022 to present

- Drive high-impact internal communications, ensuring strategic initiatives are effectively communicated and embraced across BERNAS and CSR.
- Oversee internal relations strategy, including planning, execution, budgeting, and stakeholder engagement.
- Lead internal activation programs (e.g., Town Halls, Core Values, ESG & 5S Activations) to align employees with corporate goals.
- Develop and implement change communication strategies in collaboration with project teams and segment communications managers.
- Manage internal crisis communications to safeguard organisational perception and reputation.

## REFERENCE

### **Puan Norbaya Sarif**

Head Group Human Resources

Padiberas Nasional Berhad (BERNAS)

+6019 790 7911

### **CENTRAL SUGARS REFINERY S/B (Subsidiary of Padiberas Nasional Berhad) – SENIOR MANAGER, PUBLIC AFFAIRS**

March 2020 – December 2021 (*promoted to Padiberas Nasional Berhad*)

- Led public affairs strategy, media relations, and CSR initiatives to strengthen brand reputation and stakeholder trust.
- Built and maintained strategic relationships with key external stakeholders to drive collaborative engagement.
- Managed media queries, issue responses, and official communications for Corporate Affairs Director approval.
- Monitored legislative and industry trends to shape proactive communication strategies.

### **MEASAT BROADCAST NETWORK SYSTEMS S/B (ASTRO) – ASSISTANT VICE PRESIDENT, NETWORKING, PROMOTION AND MANAGEMENT**

August 2014 – June 2019

- Reporting Managed and promoted over 30 on-air talents under guidance of Datuk Aznil Haji Nawawi.
- Built partnerships with media, production houses, and press agencies.
- Oversaw talent branding, media exposure, and cross-platform integration.

### **ASTRO AWANI NETWORK – ASSISTANT VICE PRESIDENT, DIGITAL EDITOR**

August 2013 – July 2014

- News Editor for [www.astroawani.com](http://www.astroawani.com) news portal
- Led content strategy for [astroawani.com](http://astroawani.com); supervised Bahasa & English digital teams.
- Ensured seamless integration between digital and TV platforms.

### **MEDIA PRIMA BERHAD – HEAD, NEWS (Promoted from News Presenter)**

January 2010 – July 2014

- Manages and oversees the development of three radio stations (HOTFM, FLYFM & ONEFM) under Media Prima Berhad in News & Current Affairs.
- Fully in charge of planning the annual content
- Supervising all News Presenters
- Establishing contacts and rapport between stations and government agencies, ministries and entities.

### **MEDIA PRIMA BERHAD – NEWS PRESENTER (HOTFM & TV3)**

December 2005 – July 2014

- News and Traffic Presenter while being the part-time announcer
- Built the department from the start as it was a new radio and department (pioneer team)