



# SYED MOHD LATIF

## Strategic Communications

### About Me

Strategic Corporate Communications professional with 15+ years in media, broadcasting, and campaign management. Skilled in brand storytelling, crisis communications, and stakeholder engagement. Known for translating complex topics into clear narratives that build reputation, media traction, and public trust. Leverages strong industry networks to deliver measurable impact through high-impact communication strategies.



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Bukit Jelutong, Shah Alam

### Language

- English
- Bahasa Malaysia

### Expertise

- Strategic Communications & Brand Storytelling
- Stakeholder & Media Relations
- Crisis & Issues Management
- Multi-Platform Campaign Execution
- Content Creation (Broadcast, Digital & Social)
- Press & Event Management
- Event MC
- Video Production & Social Media Strategy
- Live reporting & Voice over

### Experience

#### UEM Edgenta Berhad

##### External Communications | Senior Executive current

- Support the planning and execution of strategic media relations and social media initiatives under the Corporate Communications Department (CCD) to enhance the company's brand presence.
- Contribute to the development of integrated communication strategies aligned with corporate priorities, including infrastructure, innovation, and ESG.
- Led content planning and on-ground communications for key initiatives
- Won 'Best Use of Social Media' at the Malaysia Public Relations Awards
- Provided communications support for senior leadership engagements includes speeches
- Maintain strong working relationships with media contacts
- Develop content and strategy for social media
- Spearhead media monitoring and crisis communications

#### Astro Radio / AMP Radio Networks

##### Traffic & News Presenter | Team Lead 2008 - 2023

- Spearheaded the creation and expansion of Astro Radio Traffic's social media presence across Facebook, Instagram, Twitter, TikTok, YouTube, and WhatsApp, growing followers and daily engagement.
- Manage a team of 4 to deliver real-time, multi-station traffic reports across 11 major radio channels, enhancing listener experience and brand consistency.
- Built strong working relationships with government agencies and highway concessionaires, improving information accuracy and strengthening media partnerships.
- Produced and presented bilingual traffic and news bulletins for both Bahasa Malaysia and English audiences, ensuring reach across diverse demographics. & delivered live reports at press conferences
- Developed engaging digital content (videos, photos, updates) for daily online audience reach.

##### Producer – Mix FM Breakfast Show (Sept 2008 – Aug 2009)

##### TV Host & Sports Commentator - Astro Arena (2011 - 2023)

### Education

#### University of South Australia (UniSA)

Bachelor of Arts, Communication & Media Management  
2007 - 2009

#### Taylor's University

Diploma in Communication  
2004 - 2006

### Technical & Creative Skill

- Da Vinci Resolve (Editing Tools)
- Social Media Analytics (Meta Suite, TikTok Creator Tools, X Analytics)
- Certified Drone Pilot