



## TENGKU AINIFARIHIN TENGKU ABDULLAH

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(1990-09-26)

### EMPLOYMENT

2022 - PRESENT	<b>STRATEGIC COMMUNICATIONS (ASST VICE PRESIDENT, MEDIA RELATIONS)</b> <b>BANK SIMPANAN NASIONAL (BSN)</b> <ul style="list-style-type: none"> <li>Develop and execute strategic communication plans to strengthen corporate reputation.</li> <li>Manage media relations, including press releases, media statements, and interviews.</li> <li>Serve as a spokesperson, handling media inquiries and crisis communication responses.</li> <li>Craft compelling narratives and key messages for speeches, articles, and reports.</li> <li>Oversee public relations campaigns, ensuring alignment with organizational goals.</li> <li>Monitor media coverage, analyze sentiment, and provide recommendations for brand positioning.</li> <li>Build and maintain relationships with journalists, media outlets, and key opinion leaders</li> </ul>
2020 - 2022	<b>PRIVATE SECRETARY TO THE MINISTER OF FEDERAL TERRITORIES   MALAYSIA</b> <ul style="list-style-type: none"> <li>Liaison Duties to the Minister, Staffs and Clients.</li> <li>Scheduling Duties – meetings, interviews and business trips.</li> <li>Coordinating the development of the Minister's policy, ensuring implementation.</li> <li>Highly organized and discreet Confidential Secretary with extensive experience in executive support, government administration, and high-level stakeholder management. Adept at handling sensitive information, coordinating ministerial engagements, and ensuring seamless office operations. Skilled in communication, protocol management, and policy coordination to support the Minister's strategic objectives effectively</li> </ul>
2016 - 2018	<b>PUBLIC RELATIONS MANAGER   FELDA INVESTMENT CORPORATION   MALAYSIA.</b> <ul style="list-style-type: none"> <li>Develop and execute strategic PR campaigns to enhance brand reputation.</li> <li>Manage media relations, press releases, and public statements.</li> <li>Act as a spokesperson for the organisation, handling media inquiries and crisis communication.</li> <li>Coordinate high-profile events, press conferences, and stakeholder engagements.</li> <li>Oversee internal communications, ensuring alignment with corporate objectives.</li> <li>Monitor media coverage and provide analysis on public sentiment and brand positioning.</li> <li>Foster relationships with journalists, influencers, and key opinion leaders</li> </ul>
2014 - 2016	<b>CUSTOMER EXPERIENCE ANALYTICS   HONG LEONG BANK BERHAD   MALAYSIA.</b> <ul style="list-style-type: none"> <li>Data-driven Customer Experience Analytics Specialist with expertise in analyzing customer behavior, optimizing user journeys, and driving business growth through actionable insights.</li> <li>I am skilled in leveraging data analytics, and predictive modeling to enhance customer satisfaction, retention, and engagement. Adept at working with cross-functional teams to improve customer touchpoints and develop innovative solutions for a seamless customer experience.</li> </ul>

### EDUCATION

2015–17	<b>MASTERS, INTEGRATED MARKETING COMMUNICATIONS   UNIVERSITY SCIENCE MALAYSIA</b>
2010–14	<b>BACHELOR OF HUMAN SCIENCES (LITERATURE AND LINGUISTICS)   IIUM   MALAYSIA.</b>

### ABOUT ME

I am a dedicated Strategic Communication Specialist with a strong foundation in media relations, public affairs, and humanitarian engagement. Passionate about crafting impactful narratives and fostering meaningful connections, I excel in developing strategic communication plans, managing crisis responses, and enhancing brand reputation through compelling storytelling. Another hat, with extensive experience in humanitarian aid and relief efforts, I have worked closely with NGOs, government agencies, and media organizations to amplify awareness, mobilize resources, and drive positive changes.



English: Fluent  
Malay: Native



Microsoft office



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