

Heamanathan Kalidass

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PROFESSIONAL SUMMARY

Communications professional with over 8 years of experience in analytics, stakeholder management, and content creation. Adaptable and resourceful, with a track record of working across diverse teams and projects to deliver clear and effective communication. Skilled in using various marketing, communication and AI tools to support business goals and connect with diverse audiences.

EXPERIENCES

ELEXTROLUX

Aug 2022 - Present

INTERNAL COMMUNICATIONS & DIGITAL MEDIA MANAGER, EUROPE & APMEA

- Develop and manage internal communication plans in collaboration with global and functional teams to align regional initiatives.
- Partner with stakeholders to execute internal communications materials for key initiatives, product updates, sustainability efforts, CSR programs, and employee recognition.
- Achieved a 4% engagement rate on internal digital channels, significantly enhancing employee involvement.
- Deliver quarterly communications analytics to leadership, enabling data-driven decisions.
- Write business-focused articles highlighting achievements, operational milestones, employee stories and brand updates.
- Oversee video production and communications for IFA, Berlin 2024 to enhance both internal and external engagement and viewership.

DIGITAL MEDIA & COMMUNITIES MANAGER, APAC & MEA

- Boosted engagement on internal communication channels by 3-7%, enhancing employee interaction and survey outcomes in the APMEA region.
- Established a comprehensive data repository for the APMEA communications team.
- Guided local HR(Malaysia) teams in fostering a positive work culture through engagement activities.
- Implemented global campaigns at regional and market levels, ensuring consistent messaging.
- Prepared quarterly regional updates and communication analytics for the APMEA leadership teams.
- Managed geographically dispersed teams and agencies for communication initiatives.

ASIA ONE HEALTHCARE (FORMERLY RAMSAY SIME DARBY HEALTH CARE)

Jan 2020 – Aug 2022

DIGITAL MARKETING & COMMUNICATIONS MANAGER

- Built a digital marketing ecosystem from the ground up, creating an integrated presence across the organization.
- Led the development and optimization of digital campaigns, increasing web traffic by 50%.
- Managed SEO/SEM, display, and performance marketing strategies with agencies to achieve business goals.
- Combined organic and paid media strategies, enhancing social media engagement and driving sales with minimal investment.

WEBQLO SDN BHD
DIGITAL MARKETING MANAGER

Feb 2018 – Jan 2020

- Managed key client accounts, ensuring satisfaction through innovative content strategies and effective communication.
- Led creative and technical teams to deliver high-performing online materials & campaigns.
- Launched a 360° analytics SaaS product campaign, acquiring four major clients on a retainer basis.
- Improved email marketing open and conversion rates by 8% through targeted strategies.

WESTPORTS SDN BHD
PUBLIC RELATIONS MANAGER

Nov 2016 – Jan 2018

- Supported senior leadership with strategic media communications and presentations.
- Enhanced brand positioning through social media campaigns and corporate events.
- Developed communication strategies for employee programs, improving internal engagement.
- Built and maintained media relationships to secure positive coverage.

ASTRO MALAYSIA SDN BHD
COMPLIANCE EDITOR

May 2011 – Oct 2016

- Ensured compliance and quality in international broadcast content.
- Led the local content team for the London Olympics 2012, while collaborating with the official broadcasters to deliver a great viewing experience for the audience.
- Reviewed and monitored foreign and local content to meet regulatory standards.
- Collaborated with local production teams to align content development with organizational goals.

EDUCATION

INTI International University

2024 - Ongoing

- MBA

UNIVERSITI INDUSTRI SELANGOR, MALAYSIA
B.Ed.TESL(Hons)

2007 - 2010

- Teaching English as a Second Language

SKILLS & SOFTWARES

Internal Communications | Digital Marketing | SEM | SEO | AI Tools | Copywriting | Wix | CRM | Canva |
VN Editor | Social Media | Web CMS | Google Analytics | Google Data Studio | Power Bi | Content
planning & Creation | Audacity