

# SHAZREEN ZULKIFLY

Head, Culture & Engagement | CGC Malaysia Berhad

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## Professional Summary

People-focused HR practitioner with 15+ years' cross-industry experience in employee engagement, culture transformation, internal communications, and marketing. Currently leading Culture & Engagement at Credit Guarantee Corporation Malaysia Berhad, recognised for blending data-driven insights with creative communication strategies, leveraging a strong foundation in branding and large-scale events to enhance employee experience, foster collaboration, and support organisational growth.

## Core Skills & Areas of Expertise

- Employee Engagement & Experience Design
- Workplace Culture Transformation
- Internal Communications Strategy
- Corporate Events & Large-Scale Initiatives
- Health & Wellness Programmes
- Learning & Development (LinkedIn Learning & e-Learning modules)
- Marketing Communications & Branding

## Key Achievements

- Improved Employee Engagement & Enablement Index in FFS FY2022 through targeted stakeholder initiatives.
- Spearheaded the implementation of LinkedIn Learning (FY2024) and developed internal e-learning modules, driving adoption of corporate-wide digital learning.
- Designed and delivered large-scale corporate events with 500+ employees, strengthening unity and organisation pride.
- Launched wellness programmes that positively shifted key employee satisfaction indicators.
- Delivered ROI-driven multichannel campaigns across Malaysia & Singapore (Thomson Reuters), generating qualified leads and expanding product visibility.

## Professional Experience

### Credit Guarantee Corporation Malaysia Berhad (CGC)

Head, Culture & Engagement | Kelana Jaya | May 2022 – Present

- Embedded core values and culture into people-related initiatives, ensuring alignment with strategic and corporate objectives.
- Designed and delivered corporate-wide engagement programmes and events (annual dinner, team building, health & wellness campaigns) that strengthened employee engagement.
- Drive internal HR communications across multiple channels, ensuring clarity, engagement, and alignment with corporate strategy.
- Measured programme effectiveness via surveys, polls, and participation data, providing insights and sustainable improvement plans.
- Supported stakeholders with narratives and communication strategies to address gaps identified in Employee Engagement Surveys.

## Professional Experience

### **Newgen Knowledgeworks Malaysia Sdn Bhd (Contracted to Thomson Reuters Asia)**

Marketing Specialist, Sales & Marketing | Subang Jaya | Sept 2014 – Dec 2021

- Led marketing strategies for legal products and services across Malaysia and Singapore, supporting sales growth and brand positioning.
  - Developed and executed multichannel campaigns (online promotions, EDMs, events, tradeshow, association partnerships) to increase awareness and generate qualified leads.
  - Managed annual marketing calendars and budgets, ensuring alignment with sales objectives and ROI.
  - Served as lead for Legal Print/Sweet & Maxwell, driving targeted campaigns and customer segment strategies, by collaborating closely with sales teams to design campaigns with clear objectives, monitoring performance and reporting on ROI.
  - Oversaw updates to the corporate website, ensuring continuous visibility of campaigns and product awareness.
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### **Nam Cheong Dockyard Sdn Bhd**

Marketing Assistant | Kuala Lumpur | Jun 2010 – Aug 2014

- Supported corporate branding and communications through ATL/BTL activities, marketing collaterals, corporate website.
  - Coordinated international trade shows, exhibitions, and vessel launches, handling logistics, vendor liaison, and promotional materials.
  - Assisted with sales enquiries, client relationships, and government liaison for vessel registrations.
  - Delivered brand visibility at global events (OTC Houston, Nor-Shipping Oslo, Abu Dhabi, Singapore). Built strong foundations in event/project management and cross-cultural communication.
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### **Malayan Banking Berhad (Maybank)**

Executive, Marketing Communications | Kuala Lumpur | Nov 2005 – May 2007

- Supported the planning and rollout of brand marketing and communication activities, ensuring consistency with Maybank's corporate identity and branding guidelines.
- Assisted in the production of advertising materials and coordinated with creative and media agencies to deliver campaigns.
- Contributed to marketing campaigns for key retail banking products (*MaxiHome Loan, M2U Mobile, Paybills, PremierClub Account, and Maybank Graduate Banking Package*).
- Provided administrative and coordination support in the revamp of [www.maybank2u.com](http://www.maybank2u.com), helping enhance user experience and online visibility.
- Member of the working committee for the 2006 Maybank Malaysian Open Golf, supporting event logistics and branding activities.

#### Key Learnings & Contributions:

- Gained first-hand experience in marketing communications and campaign management within Malaysia's largest financial institution.
- Developed strong coordination and stakeholder management skills, working with internal teams, vendors, and creative and media agencies.
- Built a solid foundation in marketing communications, which shaped subsequent career progression in branding, events, and employee engagement.

#### **Education and Professional Certifications**

- *Certified Train the Trainer* (HRDC) - (2023)
- *Certified Digital Marketing Professional (CDMP)*, Digital Marketing Institute - (2021)
- *Master of Arts (Major in Communication Management)*, University of South Australia - (2009)
- *Bachelor of Commerce (Major in Marketing)*, Curtin University of Technology - (2005)
- *Diploma in Accountancy*, MARA University of Technology (UiTM) - (2002)