

**MOHD AKMAL HAKEEM BIN KAMARUDIN**  
**Current Employment: Executive Customer Excellence**  
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Location: Kuala Lumpur  
Age: 26 Years Old | Marital Status: Single



## PROFILE SUMMARY

Versatile professional with a background in public relations and current experience in Marketing Customer Excellence Executive. Skilled in bridging the realms of marketing, communication, public relations, content creation, social media management, customer experience, and human resources. Proficient in English, Malay, and Mandarin, enabling effective communication across multicultural teams and diverse stakeholders. Proven ability to manage diverse responsibilities, from employee engagement and customer relationship management to order fulfillment and executing impactful marketing campaigns. Seeking a role in a growth-oriented environment that aligns with my communication background, where I can contribute strategic insights and leadership to drive organizational success.

## PROFESSIONAL EXPERIENCE

### Executive Marketing Customer Excellence (Operations & Admin)

April 2024 – Present

PETRONAS Lubricants International, Tower 3 KLCC, Kuala Lumpur

- Spearheaded end-to-end order processing and fulfillment for export market distributors and customers across Southeast Asia, managing accounts such as Bangladesh, Singapore, Cambodia, Vietnam, China, and Taiwan.
- Supervised vessel scheduling, shipment tracking, and customer updates, with regular reviews of open orders to align with supply and logistics plans for optimized delivery.
- Facilitated essential documentation exchanges between customers and PETRONAS, preparing key documents such as Proforma Invoices, Shipping Instructions, Letters of Credit (LC), Bills of Lading, Certificates of Origin, and Certificates of Analysis, ensuring compliance and efficient processing.
- Discrepancy Resolution Expertise: Identified and resolved discrepancies in LC documentation to ensure smooth transactions, minimizing delays and avoiding penalties.
- Proven track record in SAP Basis Administration, including ID creation, Business Partner maintenance, and efficient collaboration with cross-functional teams to address complex customer issues and streamline process.
- Managed end-to-end complaint handling via the Complaint Portal, including liaising with stakeholders such as EU team, IM, KAM, CMO, and PLMM, and ensuring timely resolution.
- Accomplished Involvement:
  - Completed training with Standard Chartered Bank, achieving certification in Export Letters of Credit (LC) and Incoterms Guide.
  - Organized departmental event planning such as for the Global Customer Excellence Workshop, overseeing activity scheduling and event logistics.

### Human Resource Management Officer (Generalist)

January 2023 – April 2024

PETRONAS Lubricants International, Tower 3 KLCC, Kuala Lumpur

- Employee Engagement
  - Contribute to employee engagement initiatives, such as organizing events, team-building activities, employee recognition programs, corporate social responsibility, festivity celebrations and employee engagement sessions.
  - Gather feedback from employees and implement measures to improve employee satisfaction.
  - Act as a point of contact for employee queries, concerns, and grievances.
  - Conducting exit interviews with departing employees to gather information about why they are leaving the company and how to improve retention rates.
  - Maintain and update employee records, ensuring accuracy and confidentiality.
  - Respond to employee inquiries and address any issues they may be experiencing to help maintain positive employee relations.
  - Facilitate administrative functions for the Head of Group Operations while offering support and guidance to the Supply Chain Department.
  - Make travel arrangements and expenses for in-office professionals and upper management.
- Recruitment
  - Ensure job descriptions are up-to-date and compliant with all local, state, and federal regulations.
  - Screen applicants' qualifications to ensure minimum qualifications are met and forward suitable candidates to the hiring manager.
  - Manage all HR processes, including recruitment, interviewing, hiring, onboarding or offboarding, training, and

other operational tasks.

- Evaluating applications and screening candidates via calls or emails, as well as facilitating pre-interview assessments.
- Creative Communication
  - Responsible for creating event designs, illustrations, and visualizations for the company's events, following departmental and company policies, procedures, and practices.
  - Assist in the preparation of materials and communications in support of projects.
  - Craft compelling and engaging narratives that resonate with our target audience.
  - Write and edit content for internal employee communications, such as promotional emails and newsletters.
- Accomplished Involvement:
  - Represented Petronas Lubricants International at TalentBank Career Fairs held at UKM, UM, UTEM, and MADANI Government events.
  - Organized internal employee engagement events (e.g., Merdeka Day, office warming, festive celebrations), handling all communications including poster design, video teasers, email blasts, event flow, and decorations.
  - Organized internal HR CSR initiatives (GoMAD) at Zoo Negara and other locations, overseeing communications such as poster creation, email announcements, and T-shirt design.

### **Marketing Communications (Management Trainee)**

**July 2022 – January 2023**

Sime Darby Motors, Hertz Malaysia, Ara Damansara

- Control the company's brand image, including digital and social media management; oversee the company's websites and content portals.
- Conduct market studies to stay abreast of the market's latest trends, consumer preferences, competitor offerings, demographic data, and pricing benchmarks.
- Liaise with advertising agencies to develop appropriate marketing collateral in line with the marketing concept.
- Complete writing projects (internal newsletters, product launches, copywriting, brochures, article writing, content write-ups, promotional emails, and surveys) in accordance with style and project specifications.
- Review and analyze consumer data to develop effective marketing strategies and identify successful ways to increase brand awareness.
- Assist in outbound and inbound marketing activities, showcasing expertise in areas such as event planning, advertising, optimization, and content development.
- Assist in designing, negotiating, and placing billboards, traditional media ads, TV and radio ads, social media ads, and email blasts.
- Accomplished Involvement:
  - Managed merchandise for the calendar year of 2023.
  - Organized the Pink October Campaign, creating communications such as posters, copywriting, newsletters, and event flow.

### **Commercial Marketing (Internship)**

**February 2022 - July 2022**

Petronas Lubricants International, Integra Tower, Kuala Lumpur

- Coordinate the formulation and implementation of strategic marketing initiatives, generating consumer satisfaction reports as proof of a product's market success.
  - Create content write-ups and proof of performance reports demonstrating the effectiveness of lubricant products for client machinery.
- Engage and collaborate in configuring the SAP HANA system to monitor and analyze products, digitizing the finance process and efficiently controlling the supply chain.
  - Create FG codes for new product introductions.
  - Update material master based on the latest product status.
  - Assist with FG code extension from logistics and S&OP departments.
- Manage the onboarding engagement session program for new trainees and interns to ensure a smooth transition for their workplace and well-being.
- Support the implementation, execution, and monitoring of the marketing plan.
  - Monitor the company's LinkedIn for posting and manage the PDS website.
  - Assist in reviewing and drafting lubricant-related articles.
- Accomplished Involvement:
  - Represented Petronas Lubricants International at the Asia Turbomachinery & Pump Symposium for the lubricants segment.

EDUCATION

<b>Bachelor of Persuasive Communication, Minor in Psychology (First Class Honours)</b> Universiti Sains Malaysia (USM), Pulau Pinang   CGPA: 3.92	<b>2018 - 2022</b>
<b>Sijil Pelajaran Malaysia (SPM)</b> Sekolah Menengah Kebangsaan Iskandar Shah, Melaka   Results: 6As, 3Bs	<b>2012 - 2016</b>

LEADERSHIP & INVOLVEMENT EXPERIENCE

<b>Creative Communication (Paid Volunteer)</b> Malaysian Red Crescent Society, National Headquarters, Belfield	<b>July 2022 - Present</b>
<ul style="list-style-type: none"><li>Control the company's brand image, including digital and social media management, and oversee the company's websites and communication content.</li><li>Create, design, manage, and produce artwork for the company, handling promotions and social ad campaigns integrated into the monthly marketing plan.</li><li>Monitor, listen, and respond to users on social media while liaising with media partners.</li><li>Complete writing projects (internal newsletters, product launches, corporate brochures, and surveys) in line with style and project specifications.</li><li>Accomplished Involvement:<ul style="list-style-type: none"><li>Deployed to Kelantan and Terengganu for emergency flood relief, collaborating with the Red Crescent communication team to gather additional information and draft press releases.</li><li>Deployed to Batang Kali following a landslide, engaging with media to provide information for reporting.</li><li>Involved in designing and producing a stamp book, postcards, files, and mini notebooks as merchandise to celebrate the MRCS 75th anniversary.</li></ul></li></ul>	

SKILLS & HIGHLIGHTS

Languages Proficiency:

- Fluent in Bahasa Malaysia (speaking, reading, and writing).
- Fluent in English (speaking, reading, and writing).
- Fluent in speaking Mandarin, with intermediate skills in reading and writing.

Office Software Proficiency:

- Proficient in Microsoft Office (Word, Excel, and PowerPoint).
- Advanced in SAP GUI/HANA.
- Familiar with Adobe (Photoshop, InDesign, Illustrator).
- Hands-on experience with Salesforce (CRM), Workday (HRIS), WMS Warehouse Management Software, and AWS WorkDocs for cloud-based collaboration.

Specializations:

- Public Relations, Corporate Communication & Event Coordination
- Advertising, Marketing & Content Strategy
- Customer Experience, Order Fulfillment & Export Documentation
- Social Media, Website Management & Business Writing

REFERENCES

<b>Nurul Husna Mohamed</b> Senior Executive Customer Excellence (SEA), PETRONAS Email: nurulhusna.mohamed@pli-petronas.com Mobile Phone: (+60)12-6559625	<b>Arzierin Amin</b> Manager Marketing Customer Excellence (APAC), PETRONAS Email: arzierin.amin@pli-petronas.com Mobile No: (+60)12-3892394
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