



LIYANA MOKHTAR

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Liyana is currently an executive with Maybank Islamic Berhad based in Kuala Lumpur. Through her 5+ years in Branding, Marketing and Corporate Communications, Liyana has established the Strategic Communications unit for Maybank Islamic, an Islamic bank which was established as a subsidiary of Maybank Group in 2008. Since she joined, she has been involved in various roles & responsibilities in planning, managing, supporting and implement in Retail Branding & Marketing, Channel Engagement & Segment Marketing, Corporate Branding, Public Relations and Media, Internal Communications & Events and Corporate Responsibility for the number 1 Islamic bank in Asia Pacific.

Currently, she is assisting in planning and executing the retail branding, marketing and channel engagement strategies for Maybank Islamic Berhad to support the achievement of the Company's long-term mission and Group's vision. She is also responsible in developing and executing various initiatives relating to retail branding, marketing and channel engagement strategies. On top of that, she is also managing the overall budget relating to retail branding, marketing and channel engagement for Maybank Islamic Berhad

She works closely with the management team on various retail branding, marketing and channel engagement initiatives.

Prior to joining Maybank Islamic, Liyana has worked with Mesiniaga Berhad and has had extensive experience in marketing communications and corporate communications in the IT industry. Identified as a high-potential staff in every organization she has worked for, Liyana has swiftly demonstrated team management skills and excellent interpersonal skills in completing all the responsibilities and tasks given.

Professional Experience

December 2008 – Current

Maybank Islamic Berhad

Retail Branding and Marketing Communications

- Work with the channel to develop and execute to drive relevant communications to customers.
- Assist in the implementation of Group Communication strategy
- Work with the channel to develop and execute co-marketing programs and events.
- Develop customer database segmentation marketing plans and execute recommended programs.
- Direct and support product team activities, developing and executing highly productive marketing campaigns and advertising & promotions.
- Plan and coordinate marketing events nationwide with various media event organizers/event organizers such as Media Prima Television network, TV Al-Hijrah and others.
- Execute and manage highly successful field marketing programs/events for world-class, high-profile, multi-billion Ringgit clients.
- Provide effective and ongoing feedback from product managers regarding new ideas to achieve the most effective marketing communication strategy in delivering new products to the market. Leverage comprehensive understanding of advertising and promotions practices to contribute to campaign development and customer retention strategies.
- Liaise and work effectively with internal stakeholders be it operations, product management, finance and external suppliers such as media, creative, event agencies and other third party agencies.
- Develop, support and manage the advertising & promotions campaigns, product launches and collaterals (leaflets, brochures, sales menu, Direct Mailers etc)
- Coordinate and recommend the most effective branch merchandising (poster panels, product displays, product videos, marketing collateral) for nationwide Branch Transformation initiative.
- Recommend the most effective communication channels and premium items based on the campaign objectives and customer base.

Corporate Branding

- Developed framework and process flows on the strategic communications initiatives such as Below-the-Line and Above-the-Line collaterals.
- Worked with the Maybank Group brand management team on the recent refreshed brand exercise and developed brand guidelines and its application.
- Managed, coordinated and executed international corporate event sponsorships, strategic conferences, seminars, roadshows and sporting events
- Managed and coordinated Out-of-Home and media buying with media agencies and creative agencies based on the brand direction.
- Worked with brand agencies to conduct customer survey on the brand.
- Sourced practical and suitable corporate gift items for corporate customers.
- Developed corporate stationeries
- Developed and managed corporate website
- Worked on numerous corporate publications (video, profile, Annual Report etc)

Public Relations and Media

- Prepared and coordinated media interviews, announcements, talkshows, dialogues and luncheon talks.
- Handled and managed media and press relations
- Coordinated and managed stakeholders' relationship
- Developed corporate publications in various medias

Internal Communications & Events

- Developed announcements and updates the organization on the marketing initiatives in the Staff Internal Communication portal, Internal bulletin and Newsletter.
- Planned and coordinated annual dinners, festivals, sporting events, internal launch events.

Corporate Responsibility

- Coordinated general public awareness programs on numerous subjects especially awareness on Islamic banking.
- Planned and coordinated knowledge-sharing session (with domestic and international organisations)
- Liaised with various non-profit organizations to coordinate community development programs (school adoption, consumer education, green and conservation programs)
- Planned and coordinated charity and philanthropy programs (Maybank Foundation, Cahaya Kasih, Zakat distribution and various donations)

July 2006 – July 2008

Mesiniaga Berhad

Corporate Communication & Marketing Executive – Marketing Communication and Marketing Management

Responsible for planning, managing and supporting corporate communication and marketing communications initiatives:

Corporate Branding

- Coordinated and managed Corporate sponsorships, strategic conferences, seminars, roadshows, launches, signing ceremonies and sporting events
- Sourced for practical corporate gifts
- Developed corporate stationeries

Internal Communications & Events

- Planned and coordinated Internal events (annual dinner, sporting events, launch events)
- Provided write ups on internal updates and initiatives in Enterprise Portal (Staff internal communication portal)

Customer Experience

- Developed marketing collateral development (leaflet/brochure)
- Sourced practical gifts and promotional items
- Planned and coordinated tactical sales & marketing campaigns and activities

September 2005 – December 2005

KPMG Malaysia

Management Trainee in Marketing and Sales Department

- Responsible in carrying out research and performing survey analysis for Tourism Malaysia.

Qualifications

2006 Bachelor of Business Administration, Marketing with Multimedia
University of Multimedia, Cyberjaya

Skills

Communications	Deliver and presentation of ideas to peers and senior management teams
	Fluent in English and Malay
Creativity	Development of systematic and efficient approaches to research and problem solving.
Management	Prioritization and allocation of work under tight deadlines

Interest and hobbies

Outdoor activities, travel and social impact work

Reference

Name: Noreharizan Masari

Mobile: 019 - 3226452

Position: Head of Business Enablement

Company: Maybank Islamic Berhad

Name: Hafizah Mahmood

Mobile: 019 - 2284473

Position: Head, Finance and Operations

Company: Maybank Islamic Berhad