

Dynamic and result-oriented communications professional with over thirteen years of international work experience in Malaysia, The UAE, Sudan, and Portugal. Outstanding networking skills combined with solid research and analytical abilities. Malaz is currently heading communications for a web3 data monetization startup while completing a Ph.D. in Communication Sciences focused on the crisis communication response to cancel culture.

Work Experience

DATALATTE DAPP, LISBON (REMOTE)

JAN 2022 - PRESENT

Communications Director

DATALATTE is a web3 DApp enabling internet users to monetize their digital footprint on a safe and secure platform.

- Created and developed the company's brand identity, tone of voice, and brand positioning.
- Managed a team of developers, designers, and content specialists to rebrand and revamp the company's website and brand identity.
- Developed and participated in the collaborative planning of 360 digital communication strategies, including brand development, integrated product positioning, promotions, and overall campaign objectives across several channels.
- Content management of all product descriptions, presentations, and investors' pitch decks, highlighting the company's USPs.
- Led and oversaw all digital marketing and communication initiatives and ensured all campaigns aligned with brand image, TOV, and deadlines.
- Managed a team of four communications execs, freelance writers, NFT artists, and graphic designers.
- Wrote and edited scripts for CEO presentations, Twitter spaces, interviews, and podcasts.
- Identified and secured research and networking opportunities at conferences and events.
- Consolidated access to crucial information for all staff by implementing an internal communications strategy
- Pitched, presented, and secured funding grants valued at \$180K, provided by Ocean Protocol DAO, Polygon DAO, and Oasis Network.
- Secured partnerships with Oasis Network Ecosystem Fund and the Websummit's Investors Pavillion.

HEED MEDIA, LISBON (REMOTE)

OCT 2019 - JUL 2022

Digital Content Strategist

CLIENTS: W&P ENG, SPEAK UP AT WORK, WOHNVOLL, MUDAR, KONDORS SUNGLASSES, YASAI VERTICAL FARMS, DASDING, INFENER, BOWTERRA

- Created and managed SEO content for W&P, Wohnvoll, Mudar, and INFENER websites using Shopify.
- Lead copywriter for social media, marketing collateral, and brochures.
- Led and managed all digital marketing and communication initiatives to meet brand image, TOV, and timelines.
- Sourced and managed writers and journalists for the website's media page- ensuring a fresh and steady content stream.
- Lead copywriter for all product descriptions, presentations, and investors' pitch decks (ongoing)
- Developed and executed digital strategies and SEO campaigns, including keyword research, creating backlinks, online advertising, social media, and content marketing.
- Curated and created content for social media, including infographics, Instagram carousels, and various social media content & captions.

INSTRUCKO & ITUTOR GROUP & IGNITE INTERNATIONAL (REMOTE)

OCT 2018 - DEC 2019

English Teacher

- Supervised the growth and development of English language skills of L2 learners.
- Delivered engaging lessons and guidance to students from different backgrounds. Developed final examinations and courses.

NEW ADVENTURES, LISBON

DEC 2017 - JUN 2018

Content Manager

- Wrote and curated SEO articles and engaging image galleries published on MSN (worldwide) and Stars Insider UK.
- Proofreading, sub-editing, and copy-editing articles.
- Generated new content ideas and pitched stories that garnered over 15 million hits.

LIMKOKWING UNIVERSITY, KUALA LUMPUR

OCT 2015 - JAN 2017

Communications Executive

- Created and curated written and visual content for university brochures, campus magazines, press releases, and proposals.
- Composed and edited video content for the Fashion Club's website, including BTS montages of events and fashion shows.
- Lead voice talent and scriptwriter for advertisements broadcasted on Malaysia's leading radio stations, including FLY FM and HITZ FM.
- Event management- worked alongside the marketing team to plan and execute large-scale events, including LKW Cultural Festival, Creativity in Motion fashion shows, independence days, and graduation ceremonies.

Chi @ THE LODGE and KIZA RESTAURANT, DUBAI

NOV 2012 - APR 2014

PR and Media Executive

- Created and managed content for all social media channels, three venue websites, menus, press releases, and proposals.
- Worked closely with writers, bloggers, and editors, ensuring our venues maintained a presence in all relevant online, print, and social media.
- Managed and worked closely with outsourced agencies to ensure that all materials reflected the intended image and tone.
- Planned and executed large-scale events, including award ceremonies, concerts, weddings, and music festivals, with over 150K attendees.

HITZ FM ASTRO MEDIA, KUALA LUMPUR

JAN 2010 - JAN 2012

Radio Presenter and Content Producer

- Hosted a weekly 2-hour show with over 2 million listeners throughout Malaysia, Sabah, and Sarawak.
- Lead content producer and scriptwriter for V/O fillers and announcements
- Lead Voice talent for client ads, including Maxis, Celcom, Umobile, Fifa, and Astro Sports.

EDUCATION & CERTIFICATIONS



CATHOLIC UNIVERSITY OF PORTUGAL (Present)
Ph.D. in Communication and Media Studies
Research Focus: Cancel Culture: The Corporate Crisis
Communication Response to Cancel Culture



GOOGLE DIGITAL GARAGE
Digital Marketing



TEFL GRADUATE LTD
Teaching English as a Foreign Language



THE NEW YORK FILM ACADEMY
Certificate of Filmmaking



LIMKOKWING UNIVERSITY OF CREATIVE TECHNOLOGY
MA Digital Media, Film, and Television



LIMKOKWING UNIVERSITY OF CREATIVE TECHNOLOGY
BA Broadcast Journalism

MISCELLANEOUS

- Volunteer at Heal The World- fundraising for communities affected by natural disasters and conflict. Raised over \$200,000 towards the rebuilding of schools and education centers
- Relief International, in conjunction with UNHCR- conducted focus-group data collection on postnatal care and infant malnutrition.
- Short Film - Mr. PRICK (08/2014 - 10/2014) Won Best Film at the Chengdu Eco Film Festival
- Thaipusam (02/2015 - 02/2014) Documentary on the holy Hindu celebration of Thaipusam on YouTube
- Podcast: UnMute

LANGUAGES



English - Native
Arabic - Fluent
Portuguese - Um Pouco

SOFTWARE & IT SKILLS

- Cision
- Final Cut Pro
- Photoshop
- InDesign
- Microsoft Office Suite
- Adobe XD
- Figma
- Google Suite
- Canva
- Shopify

INTERESTS

- Diversity, Equity, & Inclusion
- Art, Culture, & Fashion
- Decolonization
- Web3 and Blockchain Technology
- Amapiano
- Politics
- Food & Travel
- Social Justice & Change