

KHOO SEAH GEOK

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SCAN ME!

MY PORTFOLIO: <https://applekhoo.journoportfolio.com/>



SUMMARY

Experienced Communication Specialist with a demonstrated history of working experience in the oil and gas, construction and property industry. A strong media and communication professional skilled in Branding, Social Media and Public Relations. Certified Digital Marketing Professional.



EDUCATION

Bachelors's Degree of Communication | Universiti Sains Malaysia

2012 – 2016

Major: Communication; Minor: Psychology

Pre-University (STPM) | Sekolah Menengah Tinggi Klang (High School Klang)

2010 – 2012

SPM | Sekolah Menengah Kebangsaan Kwang Hua, Klang

2005 – 2009



WORKING EXPERIENCE

Corporate Communications Officer, AM | Petron Malaysia Refining & Marketing Bhd.
OCT 2022– PRESENT

- To develop and implement comprehensive communication strategies to enhance internal and external stakeholder engagement.
- Write and edit external communications materials including the annual report, AGM presentation materials, press releases, speeches, corporate video, corporate announcements, and marketing collateral that align with the Company's goals.
- Manage the content and design of internal communications materials including newsletter.
- Manage the digital content for the website and social media, as well as website enhancements and performance.
- Plan and coordinate corporate events, including Annual General Meeting, press conferences, and marketing events with necessary event management support.
- Manage crisis communication efforts, ensuring timely and accurate information dissemination during challenging situations.

Achievements:

- *Strategically planned and executed a large-scale corporate and media event, resulting in increased brand visibility and positive stakeholder engagement.*
>Example: Company AGM, Partnership Ceremony, Media Engagement Event
- *Developed and produced high-impact communication materials (PR, interview script during the boycott wave, securing extensive positive media coverage*
>Example: Jelajah Ramadan and Jelajah Aspirasi Malaysia with RTM

Assistant Manager, Corporate Communications | Kossan Rubber Industries Bhd.
JULY 2021– SEPT 2022 (1 YEAR)

- To strengthen the image of the company through targeted strategies and engaging with various different business units to improve internal communications.
- Functional responsibilities are, and not limited to:

(A) Copy writing & Content Management

- To develop content, creatively design and publish high-quality content for company profile, advertisements, annual report, presentations, newsletters, event support materials, and any branding/marketing related collaterals
- Review and edit articles / press releases prior to publication
- Responsible for overseeing the planning, creation, and publishing of all content including website, intranet, online and social media platform.

(B) Public & Media Relations

- Crafting of press materials such as press releases, speeches, and media invitation for launches, programme launching, awards/accreditations to be disseminated to the media
- Organise media or corporate events such as product launches, signing ceremonies and press conferences
- Organise and manage media interviews for the spokespersons of the Group of Companies
- Media monitoring, analysis media sentiment and systematic archiving media coverage

(C) Branding, Communications & Corporate Identity

- Overseeing company brand identity and profiling
- Consult and advise business units/functions on all branding, marketing and communication related matters

Achievements:

- *Enhanced employee engagement by creating featured articles, posters, and fun facts that highlight both the company culture and employee lifestyles*
- *Improved the employee intranet by enhancing the layout, optimizing content management, and utilizing WordPress for featured content*
- *Developed a comprehensive biography for the chairman's award submission.*
- Awarded the 2022 Asia Pacific Enterprise Awards: Entrepreneur of the Year Award, marking a significant first-time achievement

PR/Media Relations

- Perform editorial tasks which include drafting and editing of written communication such as press release, speeches, official letters and reports.
- Management of content across the organisation's communication platforms including social media and website.
- Guides messaging in the development and production of the Company's annual report.
- Identification of suitable award programs and preparation of award submissions.
- To lead all media events including press conference, signing ceremony, AGM and media engagement activities.
- Media monitoring including newspaper, journals, broadcast, social media sites and blogs.
- To identify, propose, evaluate and manage corporate partnership / sponsorship request to ensure satisfying return of investment.
- To propose and plan for internal organization events to ensure that events and programs align/integrate with corporate goals, which may include budget planning, content facilitation and logistic planning.

Corporate Social Responsibility & Sustainability Reporting

- To liaise with government bodies / NGO on CSR collaboration.
- To assist in engaging with internal and external stakeholders for conducting sustainability material issues survey and assessment.
- To publicise sustainability efforts and promote broad awareness of sustainability initiatives
- Keep up to the date on the latest trend/topic and ESG integrating in sustainability reporting.

Social Media Management

- To take the lead in managing the Company's social media account and developing engaging, creative and innovative content for regularly scheduled post, which enlighten audiences and promote brand-focused messages.
- Active monitoring of posts and activities of the company and provide responsive feedback
- and comments.
- To analyses social media campaigns with existing data to determine efficacy and areas for social media campaign improvement.

Achievements:

- *Lead and developed the crisis communication plan with the components of Objective and Phases of Crisis Communication Plan (CCP), Crisis Management Structure, Crisis Management Team Roles, Categories and Level of Crisis for Salcon Engineering Berhad, Target Audiences and Communication Tools.*
- Project lead on Salcon Annual Report FY2021
 - *Gold Award - Asia's Best Integrated Report (First Time) 2021 by CSRWorks International*
 - *Gold Award - Asia's Best Integrated Report (SME) 2021 by CSRWorks International*

Executive, Group Branding & Communications | S P Setia Bhd

JULY 2016 – JULY 2018 (2 YEARS)

Annual Report Disclosure and Production

- Guides messaging in the development and management of the company's Annual Report and communication tools required for the Report to the Community.
 - From concept to production
 - Concept and theme development
 - Photography and illustration coordination
 - Production management

Industry Award submission

- Assist in group award submissions (StarProperty Award, FIABCI Award, etc...)
 - Contents curation
 - Media plan and buy
 - Publication management

Event Management

- Organised events such as corporate event (AGM, EGM), festive campaigns and CSR events
 - Event planning and coordination
 - Event set up

Media Relations/Branding

- Manage media launch, media inquiries, crisis, and interview requests.
- Monitor and update news related to the organization and industry on daily basis and generate monthly reports, at the end of a campaign or as and when it's required.
- Create content for press release, media statement, articles, and keynote for presentation
- Maintenance of News Library and liaison with news monitoring agency on the the accuracy of news filtered.
- Uploading of Setia's News in the Corporate Website and SetiaNet daily.
- Review customers' queries sent to Setia's generic email address and share with relevant BU's personnel for further action.

Achievements:

Crisis Media Handling (2016 KL Eco City Bridge Collapse: One Dead and Five Injured)

a. Played a key role in crisis communications during the KL Eco City pedestrian bridge collapse (2016), working closely with senior management, legal teams, project leads, and safety officers to coordinate an effective response.

b. Assisted in developing and executing a crisis communication plan, including media holding statements, Q&A documents, and spokesperson key messages. Monitored media coverage in real time, addressed misinformation, helping to mitigate reputation risks.

- *Assisting in company Annual Report development and production. To be shortlisted in NACRA Award for consecutive two years.*
- *List of Certificated of Merit Recipients 2017 & 2018 – S P Setia*



SKILLS

- Microsoft Word
- Microsoft Excel
- WordPress
- Microsoft Power Point
- Adobe Premiere Pro

SPOKEN LANGUAGE

- English, Chinese, Bahasa Malaysia, Cantonese



LICENSES & CERTIFICATIONS

- Certified Digital Marketing Professional - Digital Marketing Institute
Issued: Oct 2018
Credential ID: 12118996