

My mom famously told me once, that the only thing I learnt in school was how to speak well. This was after I flunked my A/Ls at D.S. Senanayake College, Sri Lanka having spent more time debating and dabbling in theatre than studying Science.

Nineteen years since, the best work I have done across three countries and multiple industries, still has to do with crafting words. As a telemarketer in Sri Lanka and Pakistan, a radio host in Pakistan and an almost newsreader in Sri Lanka, a Media Consultant in Qatar and a corporate communications Executive, Corporate Trainer, Writer and Consultant all my work has hinged on my ability to communicate.

I love words. Any word, in any language. I speak four (almost five), write in three. The magic of putting words down on a seemingly two-dimensional element; only to give birth to emotions, information and entertainment that dances across all dimensions seen and unseen, is something that has and does fascinate me.

Sometimes I write press releases for clients who want something on print; other times I speak to people, hear their words and their emotions to try and capture them (within strict word counts of course); there are times when I pen down emotional rants on subjects that matter to me, personally; and logical analyses of politics and personas that shape our public being. I also translate all of this, and more.

When I used to coach debating for school kids, I always told them it was alright to make as many mistakes as they want, but not to make the same mistake twice. I love sharing knowledge. I won't hesitate to correct a glaring mistake in a written piece, but I also take the time to ensure that the writer knows what it is that I found wrong. I am equally open to criticism, and will immediately correct myself if at fault.

I am interested in a hundred different things, with Communication at its foundation. I believe it to be the cornerstone of human understanding, and will continue to champion it. To paraphrase my old friend Bill, I am one man who in his time plays many parts.

I co-founded Cognito Asia (Pvt.) Ltd., seek a day job at a kick-ass agency and use my personal venture Interventionz Consultancy to provide translation and localisation services, coaching businesses and executives on public speaking and communication skills.

I have, and will, work with organizations that recognize the contribution I make to benefit the organisation and myself.

A few of the things I have written can be seen [here](#), [here](#) and also [here](#).

If you believe my writing warrants further attention, please do get in touch with me.

Thank you,

Yours Truly,

Mahas Murshid

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Senior Writer • Ogilvy Public Relations – Sri Lanka • November 2019 to Present

Work with clients and organizations who aim to improve their organizational communications in the earned media space.

- Crisis Communication | Media Releases | Thought Leadership Articles | Feature Pieces | Digital Content Writing

Founder • Interventionz Consultancy – Sri Lanka • 2011 to Present

Work with individuals and organizations who aim to improve their organizational communications in a multilingual context.

- Specialize in Corporate Training and Translation, Localization and Contextualization.

Consultant (Editorial) • NewsTech Private Limited – Sri Lanka • February 2016 – January 2017

Responsible for editorial aspects and content generation for: www.frontpage.lk and cross language content support for the Sinhalese news website: www.savana.lk.

- Recruited, trained and managed writers for the site.
- Attended Cabinet media briefings and media events as a Special Reporter.

Senior Executive – Corporate Communications • Expolanka Holdings PLC – Sri Lanka • October 2010 – November 2012

- Responsible for all aspects of corporate communication.
- Managed content and PR in all channels, brand management and brand protection.
- Major projects included the Expolanka rebranding and IPO Campaign, Brand Standards Manual, Annual Report, corporate newsletter and Group Calendar.

Conference Officer – International Human Resource Conference 2010 • Institute of Personnel Management – Sri Lanka • April 2010 – July 2010

- Responsible for supporting the organizing of an international conference and coordinating the HR Exhibition over a 3-day period
- Liaising with foreign dignitaries, and event speakers.
- Setting up and execution of the HR Exhibition.

Media Consultant • Oryx Advertising Company - Qatar • September 2008 – December 2009

Responsible for the promotion of Qatar Today, Woman Today and other publications through advertising sales and event management & execution.

- Executed the Qatar Today Green Awards 2008 & 2009, and Woman Today Mini Marathon 2009.

A complete chronology of my work history and recommendations from professionals is available on LinkedIn at <http://linkedin.com/in/zainulmahasmurshid>

Professional Qualifications

- National Diploma in Training and Development • October 2013 • Institute of Personnel Management - Sri Lanka.
- Certificate Course in Training and Human Resource Development • February to June 2007 • Institute of Personnel Management - Sri Lanka.

Professional Recognition

- Competent Communicator • 25th October 2012 • Toastmasters International – USA

Education

- GCE Advanced Level • August 2002 • D.S. Senanayake College - Sri Lanka.
- GCE Ordinary Level • December 1999 • D.S. Senanayake College - Sri Lanka.

Seminars, Workshops and Competitions

- “The Global Media Transformation” – Executive Media Training and Professional Development Event • 21st May 2009 • Northwestern University & Qatar Foundation – Qatar.
- “Managing the Marketing Process” • 2nd February 2012 • McQuire Rens & Jones – Sri Lanka.
- “Workshop on Media Strategies for the Corporate Sector” • 18th to 20th January 2012 • Sri Lanka Press Institute – Sri Lanka.

Languages

- Fluent English, Tamil and Sinhalese
- Proficient in spoken Urdu
- Basic knowledge in Arabic

Personal Details

- Full Name – Murshid Zainul Mahas
- Nationality – Sri Lankan
- Passport Number – N3331884