



Mushamir Mustafa

MUSHAMIR MUSTAFA

Branding, Creative Marketing, Strategic Communications, Media Planning, Storyteller & Digital Content Creator

Well-rounded individual who has had experiences in all aspects of branding, marketing, communications, public relations, advertising, media management and media buy, social media, digital marketing and content creation. Top superpowers: Creativity (outside of the box thinking), collaboration and enterprising spirit.

WORK EXPERIENCE

HEAD OF MARKETING & COMMUNICATIONS

2023

SUGARBOOK

Present

- Opted for the position of Head of Marketing & Communications at Sugarbook over a role at Fashion Valet.
- My role combined the PR, Marketing and Comms pillars.
- Planned and executed several viral marketing campaigns that got the attention of the media across Southeast-Asia with a combined 40 million views, to increase brand awareness and continuous growth.
- Secured quality PR (tier 1 and 2) media coverages through various channels in Malaysia, Singapore, the Philippines, the United Kingdom and the United States. Developed and maintained relationships with media outlets, crafting and sending media pitches for earned coverage.
- Spearheaded influencer marketing across various countries-planned, organized and executed several campaigns.
- Content Marketing: Created and cultivated a user community through engaging content (social media, events, blogs, influencer marketing). Also managed blog posting initiatives and content strategy, in line with SEO and SEM efforts, ensuring consistency and brand alignment.
- Created and built from scratch the company's social media platforms.
- Video, photography and graphic production also came under my supervision.

2022

HEAD OF EDITORIAL

2023

WORLD OF BUZZ

- I manage a team of 15 writers, divided into the Editorial, Creative Content, and Weekend Writer teams. During my tenure, we increased the number of articles published daily to 20-22 social news stories, including sponsored content and achieved the highest viewership for the year at 11.7 million views (July) with 2.5 million unique users. Our Instagram remains the best and strongest among all competitors, with the highest reach and engagement (average reach: 3 million), with Facebook a close second place, with 760,000 followers. Introduced several new editing and journalistic formats, improved the editorial processes for efficiency, and expanded our coverage scope to include more investigative pieces and the promotion of the local Malaysian arts, culinary and cultural scene.
- Plan, coordinate and lead editorial operations
- Review/revise written & video material to meet the needs of client

CONTACT

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humansofkl.com

exploringstoryteller.com

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EXPERTISE

- Storytelling, Visual Storytelling, Branding
- Editorial, Content Creation, Copywriting
- Project Management
- Social Media Management
- Business Development, Entrepreneurship
- Creative Marketing Strategy, Advertising
- Media Relations, Journalism
- Photography, Videography, Editing
- Public Speaking
- SEO, SEM, Digital Marketing

PROJECTS

RapidKL | Maxis | UNFPA Malaysia (United Nations Population Fund) | UNESCO Sudan | Taylor's College | Julie's Biscuits | MaGIC (Malaysian Global Innovation and Creativity Centre) | DiGi | ISKL | National Cancer Society Malaysia | MMHA/MIASA | PINTAR School | Good Vibes Festival | TIN Nights | Fugee School

PORTFOLIO

- I have been an editor, writer, photographer, videographer, and producer, please find my portfolio over at this [link](#)

ACHIEVEMENTS

- Survived being hospitalized for kidney stones, my dad's death, and fracturing of my C5 spine - all one right after another
- Became a Manager by the age of 27
- Nominated for membership by Global Shapers KL (Malaysia)
- SETIA 2020 Graduate, MaGIC
- TEDx Speaker: Taylor's College 2016, 'How Storytelling Can Change the World'
- Largest solo photography exhibition in Sudan in partnership with the UNESCO Sudan & M'sian Embassy
- Top 5 at DIGI WWVOW Awards in Social Movement / Gathering Category
- Nottingham University Vice Chancellor's Achievement Award 2014
- Award of Excellence for Original Oratory (Taiwan)
- Dean's Scholarship from Richmond International American University in London

EXTRACURRICULARS

- Vice-Chair of the Education Advancement Professionals Committee (EAPC)
- Appointed as the Fire Marshall and Safety Officer at UCSI Group
- Member of Young Corporate Malaysians & United Nations Association Malaysia (UNAM) Youth Circle
- **Nottingham University:** Student Ambassador, President of the First Aid Club, Secretary of the Nottingham Art Society, Cheerleader at the Nottingham Beasts, Writer for Trigger Magazine, Model United Nations representative (won Best Institution Award at Sri Lanka MUN 2013)
- Writer (The Take - International School of Kuala Lumpur Magazine)

INTERESTING TIDBITS

- Cycled solo from Kuala Lumpur to Singapore in 5 days. Owns 5 bicycles.
- Has skydived, hiked Mt. Kinabalu, Sossusvlei, Mount Sinai, owns a kayak, has flown upside down in a stunt plane, and co-piloted at a flight simulator. Owns a scuba diving PADI Advanced Open Water License. Volunteer at Zoo Negara.
- Father was Malaysian Ambassador to Kosovo, Namibia, Sudan, Brazil and Bangladesh. I was born in Dhaka, Bangladesh. Third Culture Kid, has traveled to 35 countries across 4 continents by 21yo
- Does Watch reviews on Youtube, and owns 26 watches. Obsessed about the latest cars, new technology/products
- Owns a Public Service Vehicle (PSV) license. Driver for Grab Rides, Lalamove, and The Lorry

- Proofread the final draft of the content and edit copy to ensure fitness for publishing.
- Write effective advertorial pieces that will engage with our audience while subtly market client's promotion through creative content.
- Lead, plan and execute sponsored content campaigns by clients
- Strategize and explore new initiatives to further grow our audience and improve engagement through content.
- Research, write and edit engaging and share-worthy articles; including sponsored content.
- Coach and supervise editorial personnel
- Source for stories through social media, other news portals or forums as well as potentially trending stories as it happens.
- Develop, suggest and delegate article titles to the team and approve provided titles.
- Publish finalized content live to all social media pages
- Ad hoc copywriting tasks whenever required.
- Collaborate and assist in ideation, execution and participation of WOB's video production.
- In charge of the editorial calendar

ADVANCEMENT MANAGER, MARKETING & COMMUNICATIONS

2020

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The International School of Kuala Lumpur

2022

- Developed and nurtured marketing channels that drove efficiencies in lead management and increase the overall prospect funnel for ISKL.
- Plan and strategize the creative mix-marketing strategy. In charge of advertising, paid media outreach and management.
- Supervised the marketing team in the creation, design, budget, and production of marketing collaterals and solicitation materials for regularly hosted ISKL events and all school publications. Also includes the creation and delivery of blogs, EDMs, The Paw Magazine, visuals and videos. Incorporated and worked alongside digital marketing team. Our 'Department of PAWstivity' campaign garnered an International Award.
- Managed organic social media; responsibilities included content creation, posting, engagement, monitoring, and reporting for both the marketing and alumni channels. Lead research and development of social media organic strategies and tactics. Set up efficient processes to track editorial coverage, execution, and reports.
- Managed Open Day, IB Scholarship and lead-generation/call-to-action campaigns and events. Managed the branding required for the Ampang Hilir Campus.
- Supported the Directors in fundraising, external public relations, press releases, media relations.

FOUNDER-CEO & MASTER STORYTELLER

2019

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Humans of Kuala Lumpur

2020

- A media startup, non-profit and production house that is a storytelling platform telling unique, personal and inspiring stories of people, with 150,000 followers and over 25 million organic views. Our stories build positive branding and reputations, for organizations and causes, on ours and their social media platforms, to advocate social awareness and initiate social changes. Invited by Prime Minister to talk about how to improve the arts and culture scene. Regularly invited to forums, judging panels and workshops talking on storytelling, social entrepreneurship, journalism and photography.

SENIOR EXECUTIVE, GROUP CORPORATE AFFAIRS

2019

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UCSI Group

2019

- Corporate communications role and social media manager.
- Created and led as Head of the Student Ambassador Award programme managing 55 students divided into the Digital Content, Social Media and Events Team.
- Manages all branding, editorial and media content for 3 Faculties: Pharmacy, Social Sciences and Liberal Arts, and Applied Sciences.
- Wrote for the UCSI Gazette (magazine), speeches for the Vice-Chancellor, edited MC speeches, ad-hoc copywriting work for UCSI Group Subsidiary companies.

REFERENCES

- Low Ngai Yuen, Director of Marketing at Aeon Malaysia: +60 12-250 1877
- Shah Arif, General Manager at Sugarbook: +60 12-930 0935
- Michelle, Co-founder and Chief Editor at InFluasia (World of Buzz): +60 12-283 0855
- Ruban Anbalagan, Former Communications Manager at UCSI University: +60 16-364 1272
- Carolina Cheah, Current Chief Editor at iMoney Group: +60 12-438 5377
- Diyanah Abdullah, Digital Marketing Lead at The International School of Kuala Lumpur: +60 11-1023 3040

SENIOR EXECUTIVE, INTERNATIONAL MARKETING

2018

UCSI University

2019

- Country manager for the Sudan, Iraq, Saudi Arabia, and UAE markets, in charge of marketing, recruitment, admissions and enrolment of students from these countries.
- Handling the UCSI University Marketing Facebook page and community management (inquiries, boosting of content), curating agent contacts and media relations, liaison to the embassies. Total sales achieved 40 international students from 3 continents.

EXEC, CEO'S OFFICE - CORPORATE AFFAIRS

2017 - 2018

GoBike (Thailand)

- Oversaw the Group Internal & External Communications on the various media channels (print, Corporate website, social media), gave insights and reports to the GoBike Branding and Communication
- Brainstormed with the CEO on marketing, branding and CSR activities across the group. Did business development at Cambodia.

STRINGER (REPORTER) & PHOTOGRAPHER

BERNAMA

2017

- Reported to the International Affairs division for Malaysia's National News Agency (Bernama)
- Worked with the Head of UNESCO Sudan, gave workshops to the Sudanese Media Centre
- Executed Sudan's largest solo photography exhibition, called 'Faces of Sudan'

EXECUTIVE, GROUP STRATEGY & COMMUNICATIONS

2016

Affin Hwang Capital, Investment Bank & Asset Management

- Group Corporate Communications Executive is responsible to assist the Head of Corporate Communications in the overall execution of Branding, Public Relations as well as communications projects and initiatives of the Affin Hwang Capital (AHC) group.

JOURNALIST

Malaysian Digest

2014 - 2016

- Wrote weekly front page and in-depth feature news, investigative pieces, breaking news and written topics on politics, technology, and lifestyle news.

COMMUNITY MANAGER

Social Spark

2013-2014

- Engaged in new member's recruitment, content curation and member's engagement (e.g. chat, support) for Joota.com, a new, interest-based social media platform.

RESEARCH ASSISTANT

School of Modern Languages and Culture, Nottingham University

2010-2013

- Research Assistant on two research papers titled: (1) Youths, ICT's, and Political Engagements in Asia & (2) Social Media and the Agency of Youth in Malaysia.

DIPLOMATIC INTERN

High Commission of Malaysia, Namibia

2012

- Shadowed the Malaysian High Commissioner in all functions and meetings, trained in protocol, event management, embassy operations; gave presentations thrice a week; managed and updated the official website and Facebook page. Met the Founding President of Namibia Dr. Sam Nujoma on Malaysia-Namibia relations.

EDITOR

- *MSC Malaysia One Young World Youth Impact Report & Global Wake Up Call 21.2.12 Report, Malaysia*

2012

EDUCATION

THE UNIVERSITY OF NOTTINGHAM

2010 - 2014

- Bachelor of Arts with Honors in International Relations with French

THE INTERNATIONAL SCHOOL OF KUALA LUMPUR

- American High School Diploma, with International Baccalaureate Subjects