

Ramen Hasniran

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Summary

Senior Content Marketing Manager with 10 Years of Experience in Social Media Marketing, SEO, Influencer Marketing, Creative Design and Content Strategy. Throughout my career, I have developed and executed successful campaigns for brands across industries, driving engagement and growth through targeted content and strategic planning. As a natural leader with a talent for identifying and capitalizing on trends, I have led teams and developed content strategies that have achieved measurable results. With a proven track record of success, I am confident in my ability to drive growth and build strong brands through effective content marketing.

Experience

SENIOR CONTENT MARKETING MANAGER (MY & ID) | 09/2022 - Current

Qoala - Kuala Lumpur, Malaysia

- Managed a team of social media strategists, graphic designers, and SEO content writers for both Direct to Consumer business for Qoala Malaysia and Qoala Indonesia. I oversee the creation and distribution of content, ensuring it aligns with the company's goals and objectives.
- Duties include conducting research and competitor analysis to understand target audiences, identifying content tools and software, creating content marketing plans, and developing an editorial calendar. I am also responsible for content creation, ensuring SEO optimization, adhering to a style guide, and monitoring content performance and analysis.
- Role involves setting measurable goals, creating a budget, and executing a plan to produce high-quality content that engages the target audience and drives business success.
- Monitored staff performance, continually seeking ways to improve team delivery for optimised financial success.
- Coached and mentored junior team members, regularly assessing knowledge and skills gaps and implementing corrective action.
- Led recruitment, hiring and onboarding activities, training new joiners in operational processes and conducting probationary performance reviews.
- Generated strategic monthly Key Performance Indicator (KPI) targets, motivating and incentivizing staff to continually achieve and exceed expectation.
- Evaluated market conditions and competitor actions to develop successful marketing strategies.

CONTENT MARKETING MANAGER | 12/2021 - 08/2022

Qoala - Kuala Lumpur, Malaysia

- Created and implement a comprehensive content strategy across various marketing channels to promote products/services, increase brand awareness and improve sales.
- Collaborated with the products team to ensure marketing messages are aligned with brand guidelines.
- Analysed and report on marketing efforts using social media analytics and platform nuances to improve future marketing campaigns.
- Coached and mentored junior team members, regularly assessing knowledge and skills gaps and implementing corrective action.
- Monitored staff performance, continually seeking ways to improve team delivery for optimized financial success.
- Led monthly staff meetings for team to communicate updates, process improvements and shifting business priorities.

SOCIAL MEDIA MARKETING MANAGER | 09/2020 - 11/2021

Qoala - Kuala Lumpur, Malaysia

- Developed and executed content strategy aligned with marketing goals, including creating and improving editorial, captions, and posts.
- Oversees all organic and paid social campaigns, social media calendars, and influencer partnerships to increase brand awareness, improve marketing efforts, and drive sales.
- Writes marketing copy, SEO blog articles, and curates SEM and SSM adverts with a focus on generating new ideas to engage the audience and increase organic growth and reach.
- Pitched marketing campaigns to stakeholders to request for investments for promotions, expanding organisation to reach wider audience.
- Managed editorial calendar to structure campaign and synchronise schedule.
- Brainstormed with team to discuss theme, tone and voice for each campaign, integrating with branding style and objectives.
- Engaged with customers on social media by addressing queries and concerns to establish roster, build rapport and provide continued support.

DIGITAL MARKETING MANAGER | 03/2020 - 08/2020

Halim Mazmin Berhad - Kuala Lumpur, Malaysia

- Managed social media channels, website, and email database for two properties, Splash Out Langkawi and Bella Vista Hotels and Resorts.
- Developed and implemented content strategy for social media channels and created content for monthly EDMs, posts, and videos for both properties.
- Monitored and analysed social media platform performance and ads to maximize ROIs and prepared reports for the management team.
- Managed e-commerce and booking sites for both properties and liaised with influencers and celebrities to promote the properties.
- Monitored social media trends to remain ahead of competitor activity and deliver what consumers want.
- Devised and executed innovative creative copy, maximising brand engagement and reach.
- Managed customer communications across social media channels, maintaining professional brand style and voice.

ASSISTANT MANAGER - DIGITAL MARKETING | 07/2019 - 02/2020

Sunway Theme Parks - Sunway City, Malaysia

- Managed Sunway Lagoon's digital team and oversaw the digital arm of the theme park, including the website, chatbot, e-commerce site, database management system, and social media channels.
- Developed and implemented a comprehensive digital and social media strategy to drive awareness and reach sales targets, utilizing platforms such as Facebook, Instagram, Twitter, display ads, and search.
- Collected and analysed data to measure and report the performance of digital campaigns against goals, identified trends, and communicated insights to ensure positive ROI, while maintaining knowledge of online advertising and competitive trends.
- Planned and executed the strategy for Influencer Marketing for various campaigns to promote the brand.

SENIOR EXECUTIVE - SOCIAL MEDIA | 11/2015 - 09/2019

Sunway Theme Parks - Sunway City, Malaysia

- Developed and executed social media strategy and managed content calendar for various platforms, including Facebook, Twitter, Instagram, and YouTube.
- Implemented and monitored social media ads on Facebook, Instagram, and other platforms to maximize ROI.
- Created and executed social media campaigns, including content strategy and communication plans based on year-long campaigns.
- Monitored and analysed social media platform performance and prepared reports for management.
- Managed e-communication planning and content creation for customer engagement, brand awareness, and sales, including managing the official website and e-commerce site of Sunway Lagoon.

SOCIAL MEDIA EXECUTIVE | 07/2013 - 10/2015

AmBank Berhad - Kuala Lumpur, Malaysia

- Maintained AmBank's Facebook, LinkedIn, and YouTube platforms.
- Scheduled and created write-ups for Facebook postings and LinkedIn articles related to SMEs and digital.
- Crafted content strategy and communication plans for social media campaigns using Facebook as the platform.
- Liaised with vendors for partnership and collaboration in campaigns.

MARKETING EXECUTIVE | 04/2012 - 06/2013

Business Media International - Petaling Jaya, Malaysia

- Provided direct marketing support and managed the advertising and promotion process for exhibitions.
- Maintained strong customer relations with clients and liaised with media partners and supporting organizations for exhibitions.
- Collaborated with web and graphic designers to create and maintain various promotional materials such as advertisements, websites, brochures, EDM, and web banners.

Skills

- Brand Strategy
- Analytical Skills
- Web Analytics
- Campaign Management
- Project Management
- Business Strategy
- Team Leadership
- Team Coaching
- Budgeting
- Staff Recruitment
- Social Media Strategy
- SEO Content Strategy

Education

Universiti Teknologi MARA - Selangor, Malaysia | Bachelor's Degree

Bachelor of Applied Language Studies (Hons) (English for Professional Communication), 2012

- Dean's List Academic Achievement Award

Universiti Teknologi MARA - Selangor, Malaysia | Foundation Degree

Pre-Law Studies (Fast Track), 2009

Certifications

- Professional Diploma in Digital Marketing Issued Dec 2016 Credential ID 10418713
- Content Marketing for Social Media (LinkedIn) Issued Jun 2020
- SEO: Keyword Strategy (LinkedIn) Issued Jul 2020
- SEO for Social Media (LinkedIn) Issued Jul 2020
- Digital Transformation (LinkedIn) Issued Jul 2020
- Marketing on Instagram (LinkedIn) Issued Feb 2021
- Advanced Facebook Advertising (LinkedIn) Issued Feb 2021

Awards

- AmBank Berhad - Winner of Order of Excellence Award for Best Social Media Campaign at 2015 PMAA Dragons of Malaysia Award
- AmBank Berhad - Winner of Silver Award for Best Social Media Campaign at 2014 PMAA Dragons of Malaysia Award
- Sunway Theme Parks - Social Media Excellence - Best Theme Park 2018

Languages

Malay: Mother Tongue Language

English: Business Professional Language