

# LEONA LIMAN

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## PROFESSIONAL SUMMARY

A consultant with 19 years of experience in **education** and **marketing communications**, I specialise in guiding organisations across various industries through **complex transformations**, **communications crises**, and **brand development** initiatives.

As a HRD Corp trainer, I empower leaders and teams to excel in **change communications**, **crisis management**, and **media relations**, equipping them with the skills to navigate today's dynamic communications landscape.

Armed with skills honed through leadership roles and a **deep commitment to mentoring**, I deliver **results that resonate and inspire** my target audiences.

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## COMPETENCIES: MARKETING COMMUNICATIONS

- **Brand:** Identity, strategy, and campaign/plan
  - **Communications calendar:** Yearly communications strategy and campaign/plan
  - **Crisis communications:** Communications strategy, plan, and training
  - **Documents:** Editing, proofreading, translation (English to Malay/Malay to English), writing
  - **Internal communications:** Letter from the CEO, newsletter, memo
  - **Media:** Media relations, articles (feature, op-eds/thought leadership, press release, profiles), press conferences, interviews (TV/radio/podcast)
  - **Video:** Editing, scriptwriting, voiceover
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## TECHNICAL KNOWLEDGE

- Computer-aided translation @ CAT (Smartcat)
  - Prompt engineering (ChatGPT, Copilot)
  - Search Engine Optimisation (Ahrefs, Google Analytics)
  - Social media marketing (Meta Business Suite, YouTube Studio)
  - Video editing (DaVinci Resolve)
  - Website building (WordPress)
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## TRAINING QUALIFICATION

### Train the Trainer Certification

Human Resources Development Fund/Human Resources Development Corporation, Malaysia  
Issued December 2020

## INDUSTRY EXPERIENCE

### Self-employed | Consultant and Trainer (June 2024 – present) | Hybrid | Freelance

- **Branding:** Craft compelling brand strategies that resonate with target audiences to ensure that the client stands out in a competitive market. Build strong and cohesive identities that drive brand loyalty and growth.
- **Change Communications:** Guide the client through complex change processes, delivering clear and impactful communications that ease transitions and foster employee engagement.
- **Communications Strategy:** Develop tailored communications strategies that align with the client's business objectives, driving consistent messaging across all channels.
- **Corporate Communications:** Enhance the client's corporate narrative by crafting and executing communication plans that reflect their organisation's values and goals. Strengthen reputation and build trust with key audiences.
- **Crisis Communications:** Help the client navigate challenging situations with confidence. Devise preparation, response, and recovery strategies that protect the client's brand and maintain stakeholder trust during crises.
- **Internal Communications:** Design effective internal communications strategies that foster a positive organisational culture and improve employee engagement.
- **Media and Public Relations:** Secure positive media coverage and build the client's public profile. Enhance the client's reputation, manage public perception, and effectively engage with the media.

### QI Group | CSR Communications Manager (September 2023 – May 2024) | Hybrid | Full-time

- **Brand Strategy Development:** Develop and implement comprehensive brand communication strategies aligned with the overall communications and RYTHM Foundation's objectives.
- **Content Development:** Strategise, create, and curate content for various channels.
- **Cross-functional Collaboration:** Collaborate with internal teams to ensure consistent brand messaging.
- **Market Research:** Conduct market research and analysis to identify trends, insights, and opportunities.
- **Messaging and Positioning:** Develop clear and compelling brand messages and value propositions.

### British Council Malaysia | Head of Communications (October 2022 – July 2023) | Hybrid | Full-time

- **Communications Strategy and Plan:** Developed and implemented communications strategy and plan for the Southeast Asia cluster and country programme.
- **Digital Marketing:** Supported the Education team after their vendor failed to increase registrations for the Alumni UK Challenge Fund and Study UK Alumni Awards 2023. Achieved beyond targets at minimal costs.
- **Internal, Change and External Communications:** Responsible for internal, corporate and change communications planning and delivery for the country office and Southeast Asia cluster.
- **Stakeholder Engagement:** Worked closely with internal and external key stakeholders to execute plans that strengthened and integrated marketing initiatives.

### PLUS Malaysia Berhad | Strategic Narratives Lead (January 2020 – October 2022) | Hybrid | Full-time

- **Change Communications for Senior Management:** Developed materials on change initiatives for leaders.
- **Change Kit Creation:** Developed change management kits for change agents to cascade change narratives.
- **Content Development:** Led the development of internal change communications materials. Pioneered casual approach for better engagement; this was later replicated by Internal Communications and other departments.
- **Cross-disciplinary Collaboration and Stakeholder Engagement:** Worked closely with other departments and stakeholders to implement company-wide change objectives initiatives such as digital transformation.
- **Leadership:** Supervised and mentored PROTÉGÉ interns.

### WWF-Malaysia | Communications Manager (September 2014 – January 2020) | Hybrid | Full-time

- **Content Development:** Developed communication materials for awareness and advocacy.
- **Leadership:** Supervised and mentored junior officers and Daily Paid Assistants.
- **Public Relations:** Planned and executed communications campaigns and coverage across several channels, such as the first Journey of Water campaign in Asia.
- **Stakeholder Engagement:** Established and maintained communications with key partners and stakeholders.
- **Strategy and Plans:** Developed, implemented, and monitored communications strategies and plans.

### AMES United | Senior Copywriter (September 2013 – May 2014) | On-site | Full-time

- **Campaigns:** Collaborated with customers, designers, Advertising and Promotion executives, advertising agencies and media owners to plan and execute marketing campaigns across digital, print, TV & radio.
- **Coaching:** Coached talents who appeared on Yun Nam's Diari Impian talk show on TV3.
- **Copy:** Wrote and translated copy for in-house brands.
- **Ideation:** Created new concepts to promote branding, services, and products.
- **Scriptwriting and Voiceover:** Wrote the script for and narrated Yun Nam's Diari Impian talk show on TV3, resulting in savings for the company from not hiring a voiceover talent.

### Deloitte SEA Services | E-Marketing Specialist (October 2011 – August 2013) | On-site | Full-time

- **Branding:** Brand custodian and advisor to ensure correct branding on all e-marketing collaterals.
- **Editorial:** Provided regional editorial and e-marketing support.
- **Social Media:** Social media advisor to Deloitte Malaysia and Singapore's Corporate Communications teams.
- **Strategy:** Advised stakeholders on content strategy.
- **Website Management:** Managed the Deloitte SEA Intranet and country websites of the Deloitte SEA group.

### Fourtitude.asia | Project Manager/Writer/Translator (April 2010 – October 2011) | On-site | Full-time

- **Content creation:** Produced, edited, and translated marketing copy.
- **Digital Marketing:** Proposed and implemented digital marketing campaigns.
- **Website Management:** Managed websites for DiGi, Marigold and Vitagen.

### Wildlife Conservation Society | Educator (November 2006 – March 2010) | On-site | Full-time

- **Content creation:** Developed education materials, including a teaching kit on orangutan conservation.
  - **Donor relations:** Developed proposals and reports for donors.
  - **Education Campaigns:** Designed, implemented, and monitored conservation education campaigns.
  - **Leadership:** Led conservation education teams to implement education campaigns in rural communities.
  - **Research:** Interviewed Iban communities near orangutan habitats in Sarawak to improve conservation education and community engagement initiatives, leading to a statewide educational radio programme.
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