WAN MOHAMAD NAZRI BIN HASHIM

SENIOR MARKETING, GROWTH & BRAND LEADER

Demand Generation | Brand Strategy | Experiential Marketing | Large-Scale Platforms

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PROFESSIONAL PROFILE

Senior marketing, growth and brand leader with more than 10 years of experience across public-listed technology, fintech, corporate marketing, demand generation, digital content, strategic partnerships and national-scale experiential platforms. Builds integrated marketing engines that connect brand awareness, audience acquisition, search and digital channels, ground activation, conferences and partnerships with lead generation and commercial objectives. Proven track record scaling a national conference from approximately 1,000 to 4,000 attendees, managing RM5M+ programme budgets and leading cross-functional delivery structures of up to 400 personnel. Strong in translating complex products and organisational propositions into clear go-to-market narratives, campaigns, experiences and measurable acquisition journeys.

SELECTED COMMERCIAL & LEADERSHIP IMPACT

- 300% audience growth: Scaled the National Human Capital Conference & Exhibition from approximately 1,000 to 4,000 attendees, contributing to Malaysia Book of Records recognition.
- RM5M+ portfolio: Directed more than 20 national-level conferences, campaigns, stakeholder programmes and large-scale platforms annually, with combined budgets exceeding RM5 million.
- Large-scale leadership: Led cross-functional structures of up to 400 personnel across internal teams, government agencies, sponsors, media, speakers, exhibitors, agencies and vendors.
- Digital acquisition: Led Green Packet's portal growth strategy; Google Analytics recorded 57K active users, 56K new users, 279K events and 19K Google organic sessions during the reporting period
- Funnel development: Kiple analytics showed strong referral, direct and organic traffic with 88 form starts; KipleCity measurement tracked engaged sessions and recorded leads while marketing shifted toward search -> page -> lead.
- Content scale: Developed digital and branded content generating more than 5 million views across Facebook and YouTube.

PROFESSIONAL EXPERIENCE

GREEN PACKET BERHAD | Public Listed Technology Company

Senior Manager, Marketing - Group Branding & Strategy | Jan 2026 - Present

- Lead group-wide marketing, brand strategy, digital growth and commercial marketing across Green Packet and its business ecosystem, including Kiple, KipleCity and KipleHome, aligning marketing activity with market positioning, acquisition and commercial pipeline objectives.
- Built a portfolio-wide digital growth approach connecting corporate and product positioning, content, social media, SEO, portals and campaigns with traffic acquisition, engagement, lead capture and Sales/Business Development support.
- Directed Green Packet portal optimisation across content, search and acquisition pathways, with 57K active users and 19K Google organic sessions recorded during the reporting period.
- Kiple acquisition analysis: reviewed a traffic mix led by referral, direct and organic search, with 88 form starts used as a lower-funnel signal for stronger conversion and lead-measurement discipline.
- KipleCity/KipleHome product marketing: led portal and messaging improvements, analysed engaged traffic and recorded leads, and developed an intent-based SEO strategy to capture decision-makers searching for parking, property-management and visitor-management solutions.
- Developed high-intent SEO entry points around terms such as LPR Parking System Malaysia, Smart Parking System Malaysia, Parking Management System Malaysia and KipleHome property/visitor-management use cases, connecting content to product pages and commercial CTAs.
- Drive brand and go-to-market strategy to reposition Green Packet as a cohesive technology ecosystem; translate fintech, payments, proptech and digital-platform solutions into clear B2B value propositions for corporate and government audiences.

- Lead cross-functional execution with senior leadership, Product, Technology, Sales, Business Development, creative teams, agencies, production partners and external vendors; manage quotations, negotiations, quality, timelines and delivery standards.

HUMAN RESOURCE DEVELOPMENT CORPORATION (HRD CORP)

Head of Marketing Department | Jan 2025 - Dec 2025

- Led organisation-wide marketing strategy, brand planning and marketing operations across HRD Corp national initiatives and corporate programmes.
- Managed integrated marketing across digital, social media, PR, out-of-home, partnerships, content, events, corporate branding, merchandise, promotional campaigns and ground activation.
- Connected marketing investment with performance through campaign planning, media allocation, audience reach, stakeholder engagement, budget monitoring and reporting frameworks.
- Managed a multidisciplinary marketing function covering media buying, campaigns, partnerships, digital media, branding, merchandise, collateral and on-ground activation.
- Advised senior leadership and coordinated strategic stakeholders including regional teams, government agencies, employers, training providers, industry partners, media owners and creative/production vendors.
- Strengthened organisational positioning through major national platforms including National Human Capital Conference & Exhibition, National Training Week, ASEAN Year of Skills initiatives and corporate campaigns.

Head of Conference & Large-Scale Events | May 2018 - Jan 2025

- Directed 20+ national-level conferences, exhibitions, government programmes, corporate events and public-engagement platforms annually as strategic vehicles for branding, audience acquisition, sponsorship, stakeholder engagement and commercial opportunity creation.
- Scaled the National Human Capital Conference & Exhibition from ~1,000 to ~4,000 attendees through delegate-acquisition, partnership, sponsorship, media and programme strategies - delivering 300% audience growth.
- Managed programme and operational budgets exceeding RM5 million covering commercial planning, procurement, vendor negotiation, production, branding, venue, security, protocol, logistics, registration and risk governance.
- Developed sponsorship propositions and partnership strategies with corporate sponsors, media organisations, government agencies, employers, training providers and industry partners to expand visibility, participation and commercial value.
- Led delivery structures involving up to 400 personnel across internal departments, government agencies, sponsors, vendors, speakers, exhibitors, media and operational teams.
- Managed VVIP and high-profile programmes involving the Prime Minister, Yang di-Pertuan Agong, ministers, senior government officials, corporate leaders and international stakeholders.
- Oversaw end-to-end experience and operations from concept and content curation to delegate journey, stage/AV, venue, vendors, crisis response, contingency planning and post-event stakeholder communications.

MAXMANTV SDN. BHD.

Talent Manager & Content Strategist | Apr 2017 - Apr 2018

- Developed digital content, social-media and branded-content strategies for online platforms and corporate clients, including monetised creator and KOL collaborations.
- Produced viral content generating 5M+ views across Facebook and YouTube; led ideation, production planning, client coordination and campaign execution.
- Developed television programme concepts for Astro using audience behaviour, content trends, market insights and commercial potential.
- Managed creative and production teams of up to 30 talents, creators and production personnel.

EARLIER EXPERIENCE

Event Coordinator - Ann Nurul Huda Events | Jan 2015 - Jan 2016

- Coordinated high-end weddings, corporate and professional events, managing client requirements, vendors, schedules and on-site execution.

Customer Relation Officer (MICE) - Genting Malaysia Berhad | 2014

- Supported corporate meetings, incentive programmes, conferences and events at Genting Highlands while managing high-volume customer enquiries and event requirements.

CORE COMPETENCIES

Demand Generation & Lead Strategy | Full-Funnel Marketing | Brand & Go-to-Market Strategy | B2B Marketing | Commercial & Revenue-Aligned Marketing | Experiential & Field Marketing | Ground Activation | Carnivals & Mass Activations | Conferences & Exhibitions | Large-Scale Events | Audience & Delegate Acquisition | Strategic Partnerships & Sponsorships | Digital & Social Strategy | SEO & Content Discovery | Marketing Performance & ROI | Sales Enablement | Agency & Vendor Management | Procurement & Negotiation | Budget Governance | Stakeholder & Government Engagement | Crisis & Operational Management

EDUCATION

UNIVERSITI TEKNOLOGI MARA

Bachelor of Event Management (Hons.) | First Class, CGPA 3.65 | 2014 - 2017

Best Event Management Student Award | Winner, Best Event Concept Presentation | Winner, Best Event Staging Concept

Diploma in Business Studies | CGPA 3.44 | 2011 - 2014

Professional referees available upon request