



ABEL

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EXECUTIVE PROFILE

Experienced senior marketing leader with a deep commitment to brand building, strategic communications, and meaningful human connection. Known for crafting integrated marketing strategies that shape strong brand identities, elevate commercial performance, and cultivate lasting engagement across diverse markets.

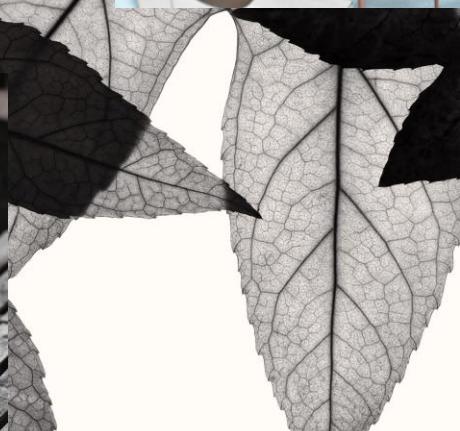
With two decades of experience spanning hospitality, travel and tourism, F&B, wellness, lifestyle, and education, I bring a holistic and people-centred approach to every project. My strength lies in transforming insights into strategy, and strategy into results through thoughtful planning, creative execution, and cross-functional collaboration.

I thrive in dynamic and high-pressure environments, balancing creativity with commercial intelligence to deliver clarity, cohesion, and impact. My career has been marked by roles that demanded both strategic leadership and hands-on execution, from pre-openings and rebrandings to large-scale communications frameworks and brand transformations.

Today, as Director of Marketing (Group) for SKS Hospitality, I lead brand communications, marketing strategy, digital performance, PR, OTA management, employer branding, and ESG-linked initiatives across a diverse hotel portfolio. This role has deepened my expertise in portfolio-wide strategy, stakeholder engagement, and organisational storytelling, reinforcing my belief that great brands are built through clarity, consistency, and culture.

I am also the Founder of ABELnABEL, a boutique PR home dedicated to helping brands grow with authenticity, depth, and purpose. Throughout my journey, I have cultivated strong networks within the media and industry landscape, contributing to meaningful partnerships and successful outcomes.

Above all, I am driven by the opportunity to inspire others. A natural motivator, I take pride in mentoring talents, nurturing cohesive teams, and creating environments where people feel valued, empowered, and excited to excel.



“Craft the masterpiece of your existence; let no hand but yours wield the pen of your story.”
- ABEL

SKS HOSPITALITY
Director of Marketing
(Group)
July 2024 – Present

**Hotel Management
Hotel Pre-Opening
Commercial Leadership**

Appointed to lead the commercial marketing transformation of SKS Hospitality, overseeing an expanding portfolio of hotels under the SKS Group, including Essentials brands (Fives and AmanSari), international brands under Marriott International, IHG and Frasers Hospitality, and upcoming pre-opening developments across Johor and beyond.

Entrusted with building the Marketing Division for the group from the ground up, establishing a clear brand identity, communications framework, commercial strategy, and content-driven ecosystem that elevates the Group's presence across owned-and-operated and owned-and-managed hotels.

Key contributions and responsibilities include:

Brand Communications and Public Relations Leadership

- Developed the Group's refreshed brand narrative, including the #WhereYouBelong manifesto. Strengthened media presence through targeted PR, editorials, and integrated storytelling that elevated visibility across the portfolio.

Portfolio Strategy and Marketing Alignment

- Directed end-to-end marketing strategy for six Essentials hotels and multiple international-brand projects, ensuring cohesive brand alignment, campaign synergy, and competitive positioning within Johor's growing hospitality market.

Launch and Expansion of New Brands & Pre-Openings

- Led marketing and PR for key developments including the repositioning of AmanSari, the conversion of AmanSari Residence Resort into Four Points by Sheraton Johor Bahru (first franchise hotel), pre-opening marketing for Courtyard by Marriott Subang (first venture outside Johor), and branding groundwork for Sheraton Johor Bahru.

Digital Marketing, Commercial & Direct Revenue Initiatives

- Enhanced direct revenue performance through structured content strategy, website improvements, GERA1 eShop development, data-driven campaigns, and book-direct programmes.
- Oversaw full OTA management, strengthening rate integrity, parity, segmentation insights, and platform partnerships to optimise visibility and conversions.

Employer Branding & Talent Development

- Launched the Group's employer brand pillars through initiatives such as PROJECT HELANG, the DRIVE leadership programme, and internal culture content designed to grow talent and foster a purpose-centred workplace.

ESG & Community Programmes

- Advanced the Group's ESG commitments by building the long-term PROJECT HELANG framework centred on educational support for underserved communities, supported by structured activities and consistent communications.

Strategic Partnerships & Government Engagement

- Initiated and led high-impact collaborations with Tourism Johor, Tourism Malaysia Southern Region, MOTAC Johor, Bank Rakyat, and key corporate partners. Spearheaded flagship programmes such as the DENAI Card initiative and the Bank Rakyat Johor International Marathon partnership, strengthening SKS Hospitality's visibility and influence ahead of Visit Malaysia Year and Visit Johor Year 2026.



ABELnABEL
Founder
2016 – Present

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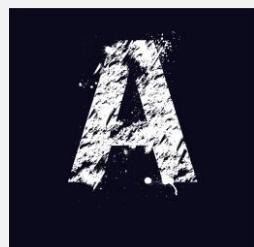
ABELnABEL stands as a freelance boutique PR home, distinguished by its swift establishment of a sterling reputation. With a diverse expertise in brand marketing, public relations, media relations, and event management, among other fields, ABELnABEL delivers innovative solutions tailored to each client's needs.

“At the heart of ABELnABEL's ethos lies #AVibes lifestyle philosophy. It's about fostering deep connections beyond mere transactions, resonating with clients and associates on a personal level.”

AVibes embody Appreciation, Affection, Accountability, A-class personality and thinking, Acceptance, Achievement, Adventure, Authenticity, Act of kindness, Aliveness. Values that transcend mere business interactions, creating lasting impressions and loyalty.

Currently, ABELnABEL serves a wide array of clients in the hospitality, travel, and lifestyle sectors, ranging from established names to promising startups. Some notable collaborations include:

- Travel & Tourism – Ministry of Tourism & Culture Malaysia, Ministry of Tourism Pahang.
- Hotel/Resort – EQ Kuala Lumpur, Indie Kuala Lumpur, The Ascott Limited, FOX Lite Hotel, Mangala Resort & Spa, Berjaya Hotels & Resorts (Berjaya Times Square Hotel, Berjaya Tioman Resort, Ansa Kuala Lumpur, Berjaya Penang Hotel, Berjaya Waterfront Hotel, Berjaya Langkawi Resort, The Taaras Beach & Spa Resort), Swiss Garden Hotel & Residence, Intercontinental Kuala Lumpur, Grand Millennium Kuala Lumpur, Hilton Kuala Lumpur, PARKROYAL Kuala Lumpur, VE Hotel & Residence, Connexion Conference & Event, Pavilion Hotel Kuala Lumpur, Banyan Tree Kuala Lumpur, Sheraton Imperial Kuala Lumpur.
- Health & Wellness – Constant Pharmacy, NutriGO Malaysia.
- Beauty – Face & Co, Lamer, YSL.
- Food & Beverage – Miami Grill, Greyhound Café, Svago KLCC, Spasso MyTown, Weissbrau Pavilion, Lygon Sunway Putra, Caffe Pascucci, Han Wa Dam etc.
- Spa & Wellness – Vita Spa, Taaras Spa, Ayura SPA, St Gregory Spa.
- Theme Attraction – HERO Central (US VR Global.com)
- Media House – TV3, ntv7, Her World mag, Smart Investor mag, Gaya Travel mag, Majalah Nona, Cosmopolitan, Jelita, The Star, NST, Harian Metro, Berita Harian, Utusan Malaysia, Stail.My, Glam etc. (note – work with these media houses were on event-sponsorship-based collabs).
- Celebrity – Mia Ahmad, Sharifah Sakinah, Nad Zainal, Aedy Ashraf, Dato' Seri Siti Nurhaliza, Aaron Aziz, Dayang Nurfaizah, Adibah Noor, Fimie Doni, and many more!





INTERCONTINENTAL KUALA LUMPUR

Director, Marketing &
Communications
May 2022 - Jun 2023

Post-Pandemic Recovery

Joined the all-Malaysian leadership team at Intercontinental Kuala Lumpur during the post-pandemic recovery phase, focusing on revitalizing the hotel's brand and communication strategies.

Swiftly revamped the ICKL brand visuals both within the hotel and externally, enhancing PR and social media initiatives to generate significant engagement, with monthly PRV averaging between RM300K to RM500K and social media impressions consistently reaching between 5K to even 100K per post, across various platforms.

Collaborated closely with IHG SEAK's marketing team to amplify digital presence across platforms like Google MyBusiness, TripAdvisor Business Advantage, and OTAs resulting in increased conversions.

Served as a key liaison for the F&B team, ensuring effective communication of culinary branding and promotions, yielding optimal exposure and conversions.

Initiated and spearheaded CSR/ESG programs, fostering sustainable solutions and community support initiatives, thereby shaping a future of responsible travel.





EQ
KUALA LUMPUR
Director, Marketing &
Communications
Oct 2018 - Dec 2019

Hotel
Pre-Opening

Led strategic marketing and communications efforts at EQ Kuala Lumpur, guiding initiatives that elevated the hotel and restaurants' presence both locally and internationally.

Orchestrated the marketing and PR campaigns for the hotel's grand opening, extending support as a PR Consultant for EQ and spearheading media launches for flagship wellness and sky dining programs.

Reported directly to the General Manager, collaborating closely with the Sales & Marketing Director to craft the hotel's annual Marketing Plan, aligning strategies with brand objectives and revenue targets.

Implemented targeted marketing strategies to enhance brand awareness, drive customer engagement, and stimulate trial among key demographics.

Worked in tandem with corporate and revenue teams to optimize digital marketing campaigns, leveraging SEO, Adwords, PPC, and other digital channels to boost room and F&B bookings.

Devised and executed impactful PR campaigns, maintaining relationships with local and regional media contacts.

Oversaw the marketing budget, ensuring efficient allocation for maximum ROI.

Directed production of marketing materials, ensuring alignment with brand guidelines.



GREYHOUND CAFÉ

GREYHOUND CAFE MALAYSIA

General Manager &
Consultant
Oct 2016 - Jun 2017

Restaurant Pre-Opening

Led a team of 100 staff to deliver exceptional restaurant services, ensuring both revenue growth and profitability.

Crafted a comprehensive business plan by analysing market demand, evaluating competition, and projecting financial performance. Achieved financial targets through effective financial management, including securing financing, budgeting, and implementing strategies to increase average meal checks.

Drove patronage through innovative marketing, advertising, and community outreach initiatives, adapting to changing consumer preferences.

Managed procurement and inventory processes, optimizing supplier relationships and ensuring cost efficiency.

Implemented operational standards and policies to maintain quality, productivity, and patron satisfaction.

Nurtured a positive work environment by recruiting, training, and mentoring management staff, and fostering a culture of excellence.

Ensured compliance with safety, sanitation, and legal standards, maintaining a secure and healthy facility environment.





BERJAYA HOTELS & RESORTS (BHR)

Group Director,
Corporate Marketing
& Communications
Mar 2010 - Dec 2015

Hotel Opening
Hotel Takeover
Hotel Rebranding
Business Recovery

Joined Berjaya Hotels & Resorts (BHR) as Director of Marketing & Communications for Berjaya Times Square Hotel, Kuala Lumpur. Promoted within six months to Group Director, overseeing marketing and communications for more than 20 BHR properties.

Responsibilities included brand development, media relations, advertising, events, and CSR initiatives. Elevated BHR's visibility significantly, doubling media presence and aligning strategies with business objectives.

Implemented successful campaigns such as 3,2,1-STOP!@BHR and LIVE BHR, resulting in substantial revenue growth and regional brand recognition. Emphasized CSR through initiatives like the 'Loving Earth' campaign, fostering environmental conservation and community enrichment.

Recognized with **Hospitality Asia Platinum Awards (HAPA) for Public Relations Excellence, Malaysia Series 2013-2015**, highlighting achievements in PR efficiency, branding, and CSR.

Significant Achievements

Brand Communications

- Established cohesive brand identity across 14 BHR properties worldwide, driving clear brand positioning and consistent messaging.
- Led strategic campaigns yielding annual revenue increases of RM5-6 million and enhancing brand exposure.

PR & Media Relations

- Implemented effective media relations strategies, resulting in a substantial increase in PR value from RM0.9 million to RM6 million.
- Orchestrated corporate interviews, social events, and reviews to maximize publicity and enhance brand reputation.

Corporate Social Responsibility (CSR)

- Conceptualized and executed impactful CSR events, promoting marine conservation and sustainability while generating revenue for resorts.
- Focused on fostering a CSR culture within BHR, emphasizing the importance of giving back to the community.

Loyalty Marketing / Marketing Tie-up Programs

- Enhanced loyalty programs and collaborations to increase guest spending and encourage patronage of BHR properties.
- Established successful partnerships with banks and credit cards, driving revenue through member spending initiatives.





CROWNE PLAZA MUTIARA KUALA LUMPUR

Manager, Marketing &
Communications
Oct 2008 - Feb 2010

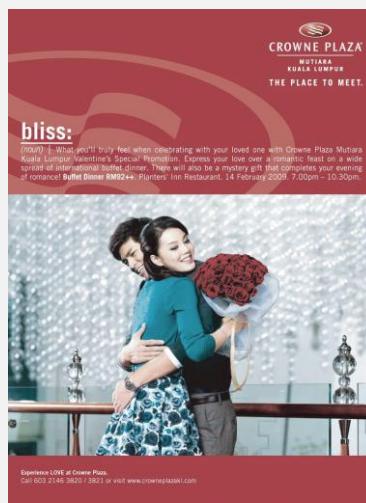
Hotel Rebranding Brand Refresh New Marketing Toolkit

Led the planning, coordination, and execution of Public Relations and communications initiatives to uphold the esteemed reputation of the hotel. In a brief tenure, implemented PR strategies that significantly bolstered the hotel's brand visibility in Malaysia, particularly in Kuala Lumpur.

Primary responsibilities encompassed brand communications, Media Relations, CSR initiatives, Events Management, and Customer Relations programs.

Played a pivotal role in ensuring strict adherence to the new brand and marketing style guide for Crowne Plaza, set forth in November 2008, establishing it as the standard for corporate identity compliance across the Asia Pacific region. Orchestrated collaborations with diverse media outlets, transforming the hotel's media perception from "not media friendly" to a comprehensive media plan, targeting relevant channels aligned with the hotel's brand positioning as "The Place To Meet," with a keen focus on MICE-related and local lifestyle publications.

Introduced the Community Engagement segment within the hotel, fostering connections with various community groups through innovative CSR programs involving employees, NGOs, charity bodies, guests, and suppliers. This initiative aimed to enrich the hotel's relationship with the community it serves, reflecting a commitment to social responsibility and inclusive growth.





MELIA
KUALA LUMPUR
Manager,
Public Relations
Sep 2006 - Oct 2008

Hotel Rebranding
Brand Refresh
New Brand Toolkit

Led comprehensive Public Relations initiatives spanning Brand, Reputation, Marketing Communications, Media and Event Management, fostering positive relations with customers, employees, and stakeholders.

Notably, instrumental in garnering awards for exceptional CSR efforts and environmentally sustainable practices:

- ASEAN Green Hotel Recognition Award 2008
- EUROPA Award Highest Excellence in EU-Malaysia Trade & Investment 2007
- Hospitality Asia Platinum Award (HAPA) for Engineering Department of the Year 2007/08
- Green Globe Certification 2007/08
- Sol Melia Solidarity Award 2007 for Best Community Project

Received accolades including:

- Melia Star Award 2007 & 2008, recognizing commitment to customer service and community engagement.
- Melia Manager of the Year Award 2007, in acknowledgment of exemplary leadership.
- Best Presenter Award 2007, distinguished for excellence in training delivery.



Passion. It's in everything we do.



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Passion. It's in everything we do.



**CURTIN UNIVERSITY
MALAYSIA**
Officer / Head,
Corporate
Communications
Sep 2004 - Aug 2006

Officer,
Student Relations
Apr 2002 - Aug 2004

University Opening
New Departments
New Initiatives

Promoted to lead the newly formed Corporate Communications Department in September 2004.

Spearheaded the establishment of the department, focusing on managing and enhancing communication with various stakeholders, including board of directors, employees, students, parents, investors, and media.

Focused on aligning communication strategies with the university's goals, emphasizing:

- Elevating the university's reputation through strategic communication.
- Fostering a collaborative work culture that values individual expertise.
- Integrating PR services with broader university activities.
- Meeting client needs in line with the university's vision, mission, and ethical principles.
- Enhancing the university's potential for growth.

Responsibilities included:

- Disseminating news and information through various channels.
- Cultivating relationships with students, alumni, staff, and external partners.
- Managing media relations and public events.
- Developing and executing marketing plans.
- Overseeing corporate publications, events, government relations, and alumni engagement.

Pioneered the establishment and growth of the Student Relations Office (SRO) within the Registrar's Office, focusing on enhancing customer service and departmental visibility through effective communication with students and the public.

- Implemented streamlined processes and procedures to improve organizational efficiency, encompassing Student Welfare, Mentoring, Counselling, Financial Aid, Accommodation, Student Council & Organizations, and Events Management.
- Played a supportive role in Public Relations and Marketing initiatives, facilitating successful collaborations with Chinese institutions to expand the university's presence in the Chinese market and fostered local partnerships to promote research, teaching, and learning.
- Cultivated strong ties with the local media, leveraging university projects and events to enhance the institution's cultural identity and brand image within the community.

Award & Recognition

- Recipient of the Vice-Chancellor's Award for Excellence in 2003, acknowledging exceptional contributions to Curtin University. This accolade celebrates individuals or groups fostering an innovative culture supporting teaching, learning, and research, aligning with the university's vision, mission, and goals.



TEAM
VALU
SION
NANCE P
ANCES
MARKETIN
CATION STI
ENT QUA
DATA
MEDIA MISSION
INNOVATION
IDEA MOTIVAT
ER
iBLOG
KING

OTHER SKILLS

Emceeing / Hosting

- Experienced in emceeing and hosting a wide array of events, ranging from educational seminars and corporate launches to formal protocols and social functions.

Talks

- Delivered numerous talks on diverse subjects to audiences of varying backgrounds, including motivational sessions for aspiring youth, career development programs for upcoming graduates, and cultural orientation presentations for expatriate communities. Also engaged in community outreach with NGOs, focusing primarily on environmental issues and underprivileged youth education.

EDUCATION

Bachelor of Science (with Honours)

Universiti Putra Malaysia (UPM), Serdang, Selangor Darul Ehsan, 1997

Secondary School (SPM – Grade 1)

Kolej Tun Datu Tuanku Haji Bujang, Miri, Sarawak, 1991

REFEREES

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