



AP 1-3-1, 20 Trees  
Jalan 203C  
Taman Melawati Indah  
Ulu Klang  
53100 Kuala Lumpur  
MALAYSIA

T 6018 2212 777

[maya@mayabeetan.com](mailto:maya@mayabeetan.com)

## Profile

### KEY AREAS OF EXPERTISE

BRANDING  
CORPORATE COMMUNICATIONS  
CONTENT & EDITORIAL CREATION &  
CURATION - PODCAST. PRINT. VIDEO.  
WRITING & EDITING  
BROADCAST JOURNALISM  
MARKETING & COMMUNICATIONS  
WEBSITE DESIGN & DEVELOPMENT  
SOCIAL MEDIA CONTENT CREATION & MANAGEMENT  
GRAPHIC DESIGN

PREVIOUS BRAND EXPERIENCE: (in no particular order)

PR WORK - Microsoft, Nike, Dell, Hewlett Packard, Gucci Parfums, Alcatel, Motorola, Bonia

RETAIL WORK: Primavera (BATA), The Melium Group (Givenchy, St Laurent, Hugo Boss, Tod's, Farah Khan)

MEDIA PRODUCTION: (With BFM RADIO) Maxis, MRT Corporation, PWC, AXA Affin General Insurance, ACE Jerneh Insurance, Chartered Institute of Management Accountants (CIMA), The British Council, Greentech Malaysia, Endeavor Malaysia

BUSINESS DEVELOPMENT IN TREND FORECASTING: WGSN.com (Southeast Asia), Stylesight.com (Southeast Asia)

## Experience

### Brand & Communications Lead at Think City Sdn Bhd

September 2019 - Present

Overseeing all aspects of Think City's branding and corporate identity, media relations, digital content curation & production (podcasts/videos/editorials), social media management, editorial planning & production of Think City publications, stakeholder communications, internal communications, and strategy, planning and implementation of communications projects & events.

### Editor - The Citymaker.com.my

July 2016 - Present

Content curation (articles, podcasts, videos), writing, editing, website management

### Freelance Editorial Consultant

July 2016 - September 2019

Creative Consultancy. Podcasts. Editorial. Video. Socials.

Clients: Think City, Bobo KL, Kuala Lumpur Architecture Festival, AIA, PopDigital, Baby Grand Productions, NextDor Property Communications

### Presenter/Producer at BFM - The Business Station

February 2012 - July 2016

Shows I worked on:

BFM Enterprise: Resource Centre, Marketing Mojo, Five For Fortune

BFM Weekend: Style File, A Sunday Kinda Love

To listen to podcasts go to - [www.bfm.my](http://www.bfm.my)

Skills:

- Business and lifestyle/art & culture journalism
- Scripting, research and preparation for interviews and recordings
- Editing, sound design and production
- Operating studio equipment for recordings and live broadcasts
- Operating RCS systems and editing in Adobe Audition
- Show concept research, development and proposals
- Development of content for clients

Highlights: Developed 2 new shows (Five For Fortune and A Sunday Kinda Love) and contributed to projects involving gross sales revenue of over RM1 million in 2014.

Training received: editing and production, on-air presentation, business journalism, longform audio projects

### Marketing, branding consulting, and creative writing

August 2011 - June 2013

Worked on several projects in branding/marketing and social networking for retail companies in Malaysia (including The Melium Group), also on some fiction and creative non-fiction for the longterm.

### Account Director at Stylesight

August 2010 - June 2011

Spearheaded business development and marketing of Stylesight in the South East Asian countries of Malaysia, Singapore, Thailand, Vietnam, Philippines and Indonesia (in no particular order).

Highlights: Development and execution of a Stylesight Networking event held in Kuala Lumpur, March 2011

#### Senior Consultant at Strategic Public Relations Group

January 2009 - August 2010

Headed and managed the Consumer Team in the development of marketing communications strategies, media relations, brand and corporate positioning, qualitative research, and more.

Client portfolio:

Axiata Berhad, The Global Brand Forum, Securities Industry Development Corporation, Bonia Corporation Berhad, Grandjean Freres Artisanal Swiss Truffles

Highlights:

- Won 2 retainers and 2 client projects within 6 months
- Carved new areas and services in PR using trends research to create actionable solutions for the fashion and style industries
- Networked and managed international media at the World Capital Markets Symposium, August 2009

#### Producer - Baby Grand Productions

July 2007 - January 2009

Skills:

Artiste Management  
Client Relations  
Marketing  
Media relations  
Business Development  
Creative Development

- Styling each artiste's branding from music genre to personal image, and the resulting products
- Overseeing quotations, budgets and coordinating with suppliers and artistes for performances
- Seeing marketing and media materials through from conception through to development and execution
- Coordinating and soliciting print and broadcast coverage
- Initiating sponsorship projects and proposals
- Artistic development of music, lyrics, album concepts and concerts

Highlights:

- Developed relationships with sponsors/partners to raise funds of RM1.5m for staging of Sean Ghazi Semalam Live!

### General Manager (Primavera Shoes) at Bata

August 2006 - July 2007

- Overall Brand Development from brand image to store and product
  - Overall Marketing, Advertising and Promotional strategies
  - Store Operations, strategies and training of sales personnel
  - Product Development Planning, Merchandising and Logistics
  - Business Development domestic and offshore
  - Budget Planning for each facet of the company
- Highlights: Planned and executed marketing campaign with endorsements by 'Channel V' hosts Sarah Tan and Marion Caunter with Sean Ghazi

### Regional Manager - South East Asia at WGSN

March 2003 - August 2006

- Spearheaded operations of WGSN in Singapore, Malaysia and Indonesia
- Conducted research, formulated and implemented Business Development Strategy
- Trends and market research, compilation and development of trends seminar content
- Development of marketing and branding collateral for the region; Planning and execution of marketing and promotional events

Highlights: Tripled client base (from 10 to 30) within 3 years

### Freelance Writer

June 2001 - March 2003

- Research and creation of humorous fiction column entitled The Financial Misadventures of Trincy Wong for Personal Money magazine (December 2001 – December 2003)
- Fashion styling and reporting, travel stories and establishment reviews (for Vox, The Sun, Options, The Edge, Off The Edge and Klue)
- Vox Pop Man-on-the-Street surveys for Vox, The Sun on Sunday

### Manager - Burson-Marsteller

September 1997 - May 2001 (3 years 9 months)

- Client portfolio includes major multi-national companies in the technology, telecommunications, banking and designer goods industries, including: Microsoft, Gucci Parfums, Nike, AT&T, Citibank, Dell Computers, Computer Associates, Hewlett Packard, IBM, Alcatel, Motorola, Southcorp Wines
- Involved in strategic planning and development of Corporate Positioning, Marketing Communications and Media Relations campaigns

## Writing Projects

### 2000 – Present

The Merdeka Interviews (as sub-editor and writer of piece on The Kongsu Women, Kuala Lumpur Architecture Festival, April 2018)

"The New Male Aesthetic" (style article published in ESQUIRE, September 2015)

"Perfect" (2014), excerpt of novel published in Poskod.my (Nov 14, 2014)

"No Frills" (2013), (short story published in ESQUIRE, August 2013)

"The Man from Berali Carpets", (2009) a short story published by Matahari Books in 'BodytoBody, A Malaysian Queer Anthology' / KL Noir - White (2013), Fixi Novo

"Wacky Bar" (2009), a play staged at PJ Life Arts Centre, directed by Joanna Bessey

"The Kongsu Women", published in 'The Merdeka Interviews' by Ang Chee and Lai Chee Kien (2018)

## Performances

### -Theatre

### Dec 1999 – Present

Project description Writer and performer with the Instant Café Theatre Company

- I Have No Gun But I Can Spit (December 7-11, 1999)
- The Millennium Jump (April 2000)
- Merchant of Venice (June 2000)
- Another Millennium Jump (December 2000)
- Mass Hysteria (December 2001)
- Instant Café LIVE! At 12Si (May 2002)
- Instant Café ROCKS! At 12Si (July 2002)
- The Second First Annual Bolehwood Awards 2002 (December 2002)
- Raise the Roof Festival (June 2003)
- Instant Cafe Kurang Manis (2008)
- Instant Cafe: Sex Money Scandal (May, November 2010)
- Instant Cafe: D' State of D' Nation (December, 2015)

Other Theatre performances:

- Uda & Dara, The Actors Studio & Five Arts Centre (February 2002)
- Hardy Boys and Crazy Girls, The Actors Studio (June 2002)
- The Bankers' Club Murder Mystery Series
- Ops Ophelia: A Fashion Opera, Artsee Productions (June 2004)
- Wish I Was There, The Actors Studio (September 2004)
- Romi and Ju Lee, KLPAC (July 2005)
- P.Ramlee the Musical, Enfiniti Productions (2007)

- Wacky Bar, PJ Life Arts (2009)
- Tanda, Rumah Anak Teater, (2010)
- So You Think You Can Mamak, PJ Life Arts, (2010)
- Taming of the Shrew, Toniq Productions (2010)
- God of Carnage, PJ Life Arts (2011)
- SuperKam and the League of Extraordinary Women, Black Box, Publika (2012)
- Project Watermelon, Gardens Theatre, (2015)

## Performances

### -Music

#### Sep 2002 – Present

- Performer and composer with the Gamelan Club
- KickBack: Gamelan Played Underground (September 2002)
- Baby Grand with Sean Ghazi at No Black Tie (April 2004)
- Backing vocals for Reshmonu's Monumental (2004), Sean Ghazi's Semalam (2006)
- Jazz & Comedy (August 2007) at Toproom
- Jazz @ Delucca (July, August 2009) at Delucca
- Rainbow Massacre (2009) at the Annexe Gallery
- Torch Song Massacre (April, October 2010) at the Annexe Gallery
- Women 100 Muzik Ku, Muzik Mu (March 2011) at Celebrities Club
- Maya and Friends (May 2011) at Alexis Ampang
- Project Watermelon (March 2015) in aid of WAO
- Billie Holliday Tribute (May 2015), No Black Tie
- New Year's Eve at Bobo KL (December 2015), Bobo KL
- Tarakucha - (December 2016), Bobo KL
- Nona Nona (August 2017), Bobo KL
- Gelora Tarakucha (September 2017), Bobo KL
- Tarakucha - Apa Khabar Singapura (July 2018), The Esplanade Singapore
- Tarakucha - Marilah Menari (December 2018), The Platform, KEN TTDI
- Broadway Babes - Sisters in Islam Charity Concert (September, 2018), Bobo KL

### Education

Edith Cowan University, Bachelor of Business, Marketing, 1994 - 1997

### References

Deborah Michael - Executive Producer  
 Baby Grand Productions  
[gobabygrand@gmail.com](mailto:gobabygrand@gmail.com)  
 6012 211 0669

Hamdan Abdul Majeed - Managing Director  
 Think City  
[hamdan.majeed@thinkcity.com.my](mailto:hamdan.majeed@thinkcity.com.my)

Malek Ali - BFM Media  
[malek@bfm.my](mailto:malek@bfm.my)  
 6017 314 1090