



OVERVIEW

11 years of professional experience in media and communications, with English as a first language both professionally and personally.

- 4-5 years as Consultant and Founder of a communications/public relations enterprise.
- 2 years Communications/Media Agency experience.
- 4 years writing and editing experience in magazine publishing and an MNC.
- Bachelor of Mass Communication; Journalism & Public Relations (USQ, Australia) [Equivalent to first Master in France].
- Professional certification in English language teaching (Cambridge University, UK).

PROFESSIONAL EXPERIENCE: 2014-Current

For case studies and work samples, please view my CV-website at: bit.ly/AzzyBCV



**Founder of Talent To Lend,
a PR & Editorial Services Enterprise**

Description:

I founded a boutique agency in 2014, offering communications services and serving a fully referral-based clientele. While most of my workload has centred around media relations for lifestyle PR coverage, my accounts have also often included writing and editing; supporting on-ground events including set-up, coordination and emceeing; connecting with brand-relevant influencers; and raising profiles for spokesperson(s) / personalities.

Freelance PR Consultant & Writer

Description:

I have also served as a consultant to other companies, fulfilling in-house roles on a project basis or complementing an existing marketing / communications team from a PR-centred aspect. This has included working with other PR and media agencies as well as with brands/companies directly. In addition, I continue to write freelance for various commercial and corporate publications.

Clients / Brands:

Cultural event:



Le French Festival
lefrenchfestival.com.my

F&B:



Southern Rock Seafood
southernrockseafood.com

Hospitality (Editorial):



Hotel Magazine
facebook.com/hotelmagazine

Beauty product:



Novexpert
novexpert-skincare.com

Beauty / Tech /
Startup:



Favful
favful.com

NGO:



Hospis Malaysia
palliativecare.my

Tech / Telco:



Buzzme
buzzme.com.my

Health / Wellness /
Fitness event:



Murfest
murfest.com

Corporate (Editorial):



Swiss-Malaysian
Business Association

Fashion / Trade event:



Malaysia Fashion Week
malysiafashionweek.my

Medical:



Parvus
parvuslife.com

Wellness product:



TruDtox
trudtox.com

♦ Background brief:

- 🇫🇷 Currently residing: Versailles, France
- 🇫🇷 Learning French at Université Inter-âges
- 🇲🇾 Originally from: Sabah, Malaysia.
- DOB: 6.May.1984
- Category D Visa in France:
Autorise Travail/Titre de séjour

♦ Interested/ In search of:

- 🇫🇷 Full or Part-time work based in /around Versailles and/or Paris
- 🌐 Freelance editorial /communications work anywhere in the world.

♦ Interested fields:

- Communications / Media / PR / Digital / Creative
- Language Training / Education
- Publisher / Writing / Editorial
- Corporate Communications
- Startups
- Hospitality / Tourism

♦ Skills /Services offered:

- **Communications**
Media relations agent / Publicist
Language training
Consultancy

• Editorial

- Writer / Copywriter
(commercial / editorial / marketing)
Editing & proofreading
Social media content
Translation

• Business Development

- Brainstorming
Proposal/Pitching

• Emcee

- Press conference / Launch / Formal dinner/lunch
Moderator
Voiceover

• Events

- Planning
Set-up and coordination
Vendor hiring and negotiating

♦ Languages:

- 🇬🇧 **English:** Fluent written and spoken
- 🇲🇾 **Malay:** Fluent written and spoken
- 🇫🇷 **French:** Moderate – Spoken
Beginner – Written

PR / AGENCY EXPERIENCE: 2012-2013



Associate Brand Manager



Senior PR Executive

Description:

My experience at both agencies allowed me to have a wholesome learning experience into PR. At the first agency fresh out of its startup years, I was the first full-time staff member and focused on media relations and writing, while also working closely with the Founder in business development, pitching and client servicing. I also worked with the team to conceptualize client campaigns and manage on-ground events.

Whereas at the second agency which was more established and offered more publicity-focused services, I was able to improve my stamina into the fast-paced media relations side of PR while also contributing to my team with my strong skills in writing.

Clients / Brands:

Fabric / Clothing:



Clothing:



NGO / Foundation:



Corporate:



Tech / Corporate:



Wellness / Beauty:



PUBLISHING / EDITORIAL EXPERIENCE: 2007-2011



Sub-Editor



Health & Fitness Writer
Fashion Writer
Editorial Assistant

Description:

I was able to explore journalism as my first love by writing for two widely circulated women's lifestyle titles at Blu Inc Media (magazine publisher). I covered various sections including personality interviews, fashion, lifestyle, product features, health and more.

As a sub-editor (for corporate publications only such as tax guides) at Wolters Kluwer, I was able to receive training to sharpen my editing skills and truly develop a keen eye for overall copy-checking and proof-reading.

Titles:

International Women's Fitness Title:



Regional (Southeast Asia) Pioneer
English Women's Magazine:



EDUCATION:

Bachelor of Mass Communication
Double Major in Journalism + PR



Certificate of English Language
Teaching to Adults (CELTA)

ESOL: English for Speakers
of Other Languages



TESTIMONIALS:

"It was our pleasure to engage Azzura and her firm (Talent-to-Lend, i.e. TTL) as our appointed PR agency since Q2 of 2016. Their deliverables exceeded our expectation, especially my Group CEO, Mr Loke Yee Siong, who had offered repetitive positive feedback on TTL. Azzura, the founder and principal of TTL, provided us the strategic support from advisory, strategy, marketing campaign and project management perspective. The expertise of Azzura and her team is well-rounded, and encompasses skillsets such as public relations, corporate communications, branding, copywriting and proof-reading."

-**Kewell Yap**, Chief Business Controller
Enabling Asia and Buzzme buzzme.com.my

"Azzura's former training as a journalist has proven to be useful when pitching stories to the media as a PR consultant. Her reliability, can-do attitude, eye for detail and nuance are essential for generating meaningful coverage; one that fulfils the journalist's desire for an arresting story and the client's needs for generating brand awareness through its key opinion leaders (KOLs)."

-**Nanny Eiana**, Account Director
Bridges PR & Publishing bridges-comms.com

Personal interests / hobbies:

- Dance / Fitness / Yoga
- Travel
- Food / Cooking
- Blogging

