



# **ABEL**

## **NELSON NANG**

- +6012 807 abel
- abel@abelnabel.net
- abelnabel.net





## EXECUTIVE PROFILE

Experienced executive deeply committed to marketing, communications, and cultivating meaningful connections. Demonstrated proficiency in human relations, customer service, and orchestrating impactful events.

Expertise lies in developing and implementing strategic initiatives to ensure project triumph. Renowned for meticulous planning and seamless execution throughout every stage.

Thrives in high-pressure scenarios, adeptly managing multiple responsibilities to meet stringent deadlines. Noted for fostering cohesive teams where individual talents flourish, yielding remarkable outcomes.

Visionary thinker skilled at devising innovative strategies to realize overarching objectives. A persuasive communicator, adept at inspiring collaboration and driving decisive action.

Boasts an extensive network of media and industry contacts, instrumental in achieving successful results.

## WORK SUMMARY

In my 20-year journey in Marketing, Corporate Communications and Public Relations, I've had the privilege of working with esteemed multinational companies, gathering rich experiences along the way.

As the Founder of ABELnABEL, a boutique PR home, I'm dedicated to elevating brands through strategic management consulting services. From public relations to marketing, communications, branding, and events production, I've nurtured a diverse skill set, steering my clients towards growth and success.

Alongside my freelance consulting work at ABELnABEL, I also embarked on brief full-time ventures in F&B and hotel pre-openings, broadening my industry insights. Notably, I served as the Director of Marketing & Communications for InterContinental Kuala Lumpur, playing a pivotal role in the hotel's post-pandemic recovery efforts. Previously, I spearheaded marketing efforts as the pre-opening Director for EQ Kuala Lumpur.

My expertise predominantly lies in hospitality, travel & tourism, food & beverage, wellness, education, fashion, and beauty sectors – essentially, all facets of lifestyle. I'm deeply committed to crafting unique experiences, not only for clients but also for communities. Whether ensuring operational excellence or fostering a culture of giving back, I strive for both business success and societal impact.

Prior, I served as the Group Director, Corporate Marketing & Communications for Berjaya Hotels & Resorts (BHR), overseeing a wide spectrum of marketing and communications initiatives across more than 20 properties. My focus on brand development, media relations, and CSR initiatives significantly enhanced BHR's presence, both locally and globally.

My passion for the industry has led to invitations for interviews and features in various lifestyle and business media outlets. Yet, what truly drives me is the opportunity to inspire and develop others. As a natural motivator, I derive immense satisfaction from mentoring and sharing knowledge with my team, fostering growth both personally and professionally.



FRIENDS



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



**ABELnABEL**  
Founder  
2016 – Present

[www.abelnabel.net](http://www.abelnabel.net)

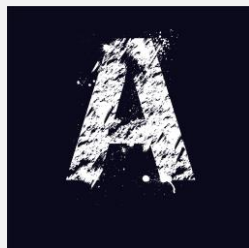
ABELnABEL stands as a freelance boutique PR home, distinguished by its swift establishment of a sterling reputation. With a diverse expertise in brand marketing, public relations, media relations, and event management, among other fields, ABELnABEL delivers innovative solutions tailored to each client's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

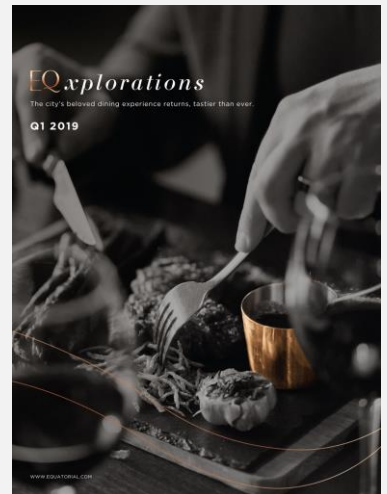
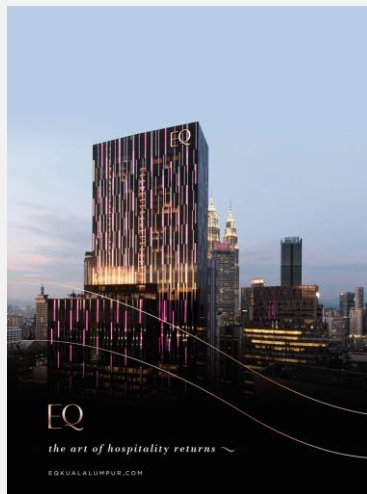
Implemented targeted marketing strategies to enhance brand awareness, drive customer engagement, and stimulate trial among key demographics.

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.

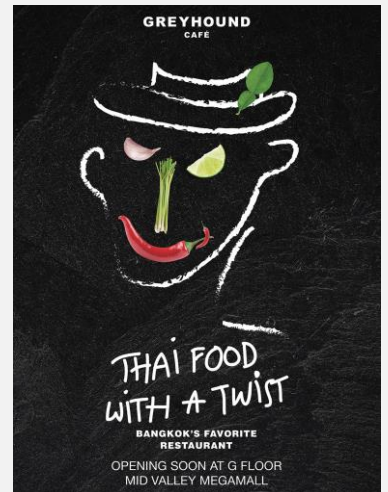
Drove patronage through innovative marketing, advertising, and community outreach initiatives, adapting to changing consumer preferences.

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.



**CROWNE PLAZA**  
MUTIARA  
KUALA LUMPUR  
THE PLACE TO MEET.

**corporate offers:**  
(7007) | The exciting promotion for Corporate Meetings now available at Crowne Plaza Mutiara Kuala Lumpur. Stay and enjoy great savings with only RM520++ per person per night at our Deluxe room! Includes 2 buffet breakfasts and fresh our Full Day Meeting price at RM130++ per person per day. Meeting package includes 2 refreshment breaks and buffet lunch, complimentary usage of LCD projector and WIFI office, valid for a minimum of 10 rooms, from 3 February through 30 June 2009.

Experience Crowne Plaza's Corporate Offers for yourself.  
Call 603 2148 2322 or our toll free number 1800 80 1566 or visit [www.crowneplaza.com/kualalumpur](http://www.crowneplaza.com/kualalumpur)

**PRIORITYCLUB** Earn points & rewards!

BEIJING BANGKOK BIRMINGHAM CHICAGO DUBLIN HONG KONG LOS ANGELES MADRID MANAMA NEW YORK PARIS SINGAPORE SYDNEY TOKYO WASHINGTON DC

**CROWNE PLAZA**  
MUTIARA  
KUALA LUMPUR  
THE PLACE TO MEET.

**bliss:**  
(7007) | When you'll truly feel when celebrating with your loved one with Crowne Plaza Mutiara Kuala Lumpur Valentine's Special Promotion. Express your love over a romantic feast on a wide spread at our romantic dining room. There will also be a mystery gift that completes your feeling of romance! **Buffet Dinner \$882++** @Jupiter Inn Restaurant, 14 February 2009, 7:00pm - 10:30pm.

Experience One of Crowne Plaza.  
Call 603 2148 2621 / 2622 or visit [www.crowneplaza.com](http://www.crowneplaza.com)

**PRIORITYCLUB** Earn points or miles.

BEIJING BANGKOK BIRMINGHAM CHICAGO DUBLIN HONG KONG LOS ANGELES MADRID MANAMA NEW YORK PARIS SINGAPORE SYDNEY TOKYO WASHINGTON DC

**CROWNE PLAZA**  
MUTIARA  
KUALA LUMPUR  
THE PLACE TO MEET.

**KL escape:**  
(7007) | The perfect escape for a holiday in style with Crowne Plaza Mutiara Kuala Lumpur. Enjoy complimentary breakfast for 2 persons and great savings which include 20% discounts at the selected F&B outlets and award-winning Angkasa Spa. Only RM200++ per night. Valid until 6 February 2009.

Experience a Crowne Plaza's KL Escape for yourself.  
Call 603 2148 2616 or email [reservations@crowneplazamutiara.com](mailto:reservations@crowneplazamutiara.com)

**PRIORITYCLUB** Earn points or miles.

BEIJING BANGKOK BIRMINGHAM CHICAGO DUBLIN HONG KONG LOS ANGELES MADRID MANAMA NEW YORK PARIS SINGAPORE SYDNEY TOKYO WASHINGTON DC



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.





## 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.



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## 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

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