

Diyana Kasimon

PhD, Media and Communication

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Interest

My research interest falls within the corpus of strategic communication, especially in respect to the government communication, communication in divided society, nation-building and national development. Whenever I am not doing any academic related work, I enjoy reading, travelling, discovering new places, exploring new cultures, learning new things and meeting new people.

Education

DOCTOR OF PHILOSOPHY | 2016 - 2019

University of Leicester

Major: Media and Communication

Thesis Title: Engaging Divided Society in the Nation-Building Process: The Case of Government Communication in Malaysia

MASTER OF CORPORATE COMMUNICATION | 2008 - 2010

Universiti Putra Malaysia

Major: Corporate Communication

BACHELOR OF ARTS | 2005 - 2007

Curtin University of Technology

Major: Mass Communication (Corporate Production and Public Relations)

Accomplishments:

- Dean's List Award for Public Relations (Media) 250 - Semester 1, 2007
- Dean's List Award for Consumers, Audiences, Publics and Users (MCI 212) - Semester 1, 2007
- Dean's List Award for Media, Communication and Information (MCI 211) - Semester 1, 2006

DIPLOMA IN ENGINEERING TECHNOLOGY | 2001 - 2004

Universiti Kuala Lumpur – Malaysia France Institute

Major: Computer and Networking

Language Proficiency

ENGLISH

Written – Excellent

Spoken – Excellent

BAHASA MALAYSIA

Written – Excellent

Spoken - Excellent

Skills

Office Application: Microsoft Word, Excel, PowerPoint

Research Tools: NVIVO, SPSS, Mendeley

Teaching: Teaching in Higher Education

- Developing effective learning environments
- Small group teaching
- Effective feedback principles

Web-based Application: Padlet, Kahoot, Blackboard, various social media applications

Others: Apple Mac Editing Software- Final Cut Pro

Achievement

Shortlisted for Image of Research

2018 - December 2018

University of Leicester

Teaching Performance Award -

October 2013

Universiti Tunku Abdul Rahman

Best Cinematography Award for Radio & Television Malaysia's Short Film Award (AFP 2007) - 2007

Radio Television Malaysia

Experience

LECTURER | 2013 - 2014

Universiti Tunku Abdul Rahman

- The list of subjects taught will be provided separately

LECTURER | 2011 - 2013

Limkokwing University of Creative Technology

- The list of subjects taught will be provided separately

ACCOUNT & PLANNING MANAGER | 2011

FIF Brand Communications

Client portfolio:

Malaysia Airlines – ENRICH

Event management:

- ENRICH Fashion and Beauty Indulgence
2011, The Gardens Mid Valley

Malaysia Airlines – GOLDEN BOUTIQUE

Event management:

- Temptations Night 2011 at Vogue Club, Mont Kiara

Malaysia Airlines – GOLDEN LOUNGE

Event Management:

- Golden Lounge Worldwide Gathering 2011 at
Seri Pacific Hotel
- Marketing/ Communication collaterals:
 - Golden Lounge sales and marketing kit
 - Golden Lounge passenger handbook

i-Tech Solutions Sdn. Bhd. (Subsidiary of iReka Corporation)

Branding:

- Branding exercise of IT product and services

UMW Holdings Sdn. Bhd.

Managing gallery:

- Managing and maintaining UMW Galeriku

SENIOR ASSOCIATE, MARKETING & GROUP PR | 2009 - 2011

*Malaysian Agrifood Corporation Berhad (MAFC) –
Subsidiary of Khazanah Nasional Berhad*

Corporate Branding

- Corporate branding management including monitoring of corporate identity
- Updates and maintains of corporate information and identity (in print and electronic medium)
- Custodian of the brand, ensuring consistent use across all platforms in terms of look, image, identity and message

Advertising and Promotion

- Marketing communications support
- Manages and assists in trade shows and conferences
- Corporate communications materials/collaterals
- Develops various marketing materials to be used across various media platforms and developing creative concepts
- Manages the activities of agencies in-line with the brand's goals and objectives, ensuring the most creative and effective communication
- Identifies and exploits marketing and publicity opportunities to optimum effect and to constantly seek innovative ways to raise the profile of the brand
- Spearheads communications initiatives to internal and external stakeholders

Print and Electronic Media

- Newsletter
- Advocacy ad
- Update and maintenance of information in the website

PUBLICATION OFFICER | 2008 - 2009

Research Management Centre, UPM

- SUB-EDITOR of Synthesis, the university's research bulletin
- Managing ResearchSEA, the research experts' portal
- Managing RMC's collaterals, press releases and other English editorial tasks

Teaching

No	Subject/ Code	Duration	Level
UNIVERSITI PUTRA MALAYSIA			
1.	ORGANISATIONAL COMMUNICATION THEORIES (KOC3232)	SEMESTER 1, 2019	DEGREE
UNIVERSITY OF LEICESTER			
1.	PROMOTIONAL CULTURES (MS7307)	SEMESTER 1, 2019 SEMESTER 1, 2018	MASTER
2.	CONTEMPORARY ISSUES IN MEDIA AND CULTURAL STUDIES (MS7009)	SEMESTER 2, 2018	MASTER
UNIVERSITI TUNKU ABDUL RAHMAN			
3.	INTERPERSONAL COMMUNICATION (UJMG 1153)	2013-2014	DEGREE
4.	FUNDAMENTAL OF PUBLIC RELATIONS (UJMC 1003)	2013-2014	DEGREE
LIMKOKWING UNIVERSITY OF CREATIVE TECHNOLOGY			
<i>OFFSHORE (AUSTRALIA) MODULES</i>			
1.	PUBLIC RELATIONS – PROFESSIONAL (393)	2011-2013	DEGREE
2.	ENGAGING MEDIA (MCCA 104)	2011-2013	DEGREE
3.	MAKING MEANINGS (MCCA 103)	2011-2013	DEGREE
<i>LOCAL MODULES</i>			
1.	CORPORATE COMMUNICATION	2011-2013	DEGREE
2.	CORPORATE EVENT MANAGEMENT (BCE 1723)	2011-2013	DEGREE
3.	PRINCIPLES OF SCRIPT WRITING (BCD 1104)	2011-2013	DEGREE
4.	WRITING FOR CREATIVE INDUSTRIES (BCC 2024)	2011-2013	DEGREE
5.	WRITING SKILLS FOR COMMUNICATORS (BCJ 1004/ BCD 1004/ BCC 1004/ BCE 1004)	2011-2013	DEGREE
6.	WRITING FOR DIGITAL MEDIA (BDM 1114)	2011-2013	DEGREE
7.	MEDIA WRITING	2011-2013	DIPLOMA

Skills and Career Development Training

	Title	Date/ Location	Type	Role
1	Research Method and Design	<ul style="list-style-type: none"> March 12, 2020 UPM, Malaysia 	Doctoral Training Session	Guest Speaker
2	Image of Research 2018	<ul style="list-style-type: none"> December 5, 2018 Leicester, UK 	Research Exhibition/ Competition	Shortlisted Participant
3	European Communication Research and Education Association (ECREA 2018)	<ul style="list-style-type: none"> October 31- November 3, 2018 Lugano, Switzerland 	Conference	Presenter
4	Research Design and Practice	<ul style="list-style-type: none"> October 22, 2018 Leicester, UK 	Doctoral Training Session	Guest Speaker
5	New Directions in Media and Sociology Research (NDiMS 2018)	<ul style="list-style-type: none"> September 19, 2018 Leicester, UK 	Conference	Participant
6	PhD Talk at The School of Media, Communication and Sociology, University of Leicester	<ul style="list-style-type: none"> April 18, 2018 Leicester, UK 	Academic Event	Presenter
7	The European Public Relations Education and Research Association (EUPRERA 2017)- PHD Seminar	<ul style="list-style-type: none"> October 14-16, 2017 London, UK 	Conference	Presenter
8	PubhD Speaking	<ul style="list-style-type: none"> October 10, 2017 Leicester, UK 	Academic Event	Speaker
9	Malaysian Student Conference and Research Showcase (MySECON2017)	<ul style="list-style-type: none"> May 14, 2017 London, UK 	Conference/ Research Exhibition	Presenter
10	Postgraduate Researcher Conference - CSSHA- University of Leicester	<ul style="list-style-type: none"> December 13, 2016 Leicester, UK 	Conference	Presenter
11	International Association for Media and Communication Research (IAMCR 2016)	<ul style="list-style-type: none"> July 27-31, 2016 Leicester, UK 	Conference	Participant/ Volunteer

Publication

	Title	Year	Type
1	Supian, N., Mohamed Nor, M. E. & Kasimon, D. N. (2015). Exploring Language Learner Identities through Poetry-Writing: A Malaysian Perspective. Paper presented at the 1st International Conference on Language, Education & Innovation 2015.	2015	Conference Proceedings
2	Pertanika Broadens its Wings!	2010	Tribun Putra (Non-Academic)

References

*WILL BE AVAILABLE UPON REQUEST