

words have the
power to incite,
ignite & brilliantly
empower.

waniswrites

wanis suwini ismail-shurts
sr copywriter | head of communications |
sr brand & content strategist
www.waniswrites.com

creative portfolio vol 01.18

“

Wanis is charmingly committed. She delivers with style and intelligence. Every project is met with the best possible standards. She will be an asset to any set up.

Halim Rahim
Founder & Creative Mastermind,
PILLAR Graphics, Malaysia



Coffee-Table Book | OP FAJAR: The Malaysian Success in the Gulf of Aden
Copy Editing



Corporate Ad | Guidance Investments
Copywriting



Brand Proposal | POKAHERO Introduction Business Kit
Brand & Concept Development, Creative Copywriting,
& Design: Layout & Advertising

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- 14 Brand Communications: Corporate Profile & Website | ICE Petroleum, Malaysia

“

Copywriting explores the ability to emote—build dreams, create hope, melt hearts, through words. It is about bringing words to life.

Adding color to the gray. Creating passion where once there was none.

Copywriting does that—creates desire; a hunger to explore, try, or even create a coveted product or brand. It explores the ability to emote—build dreams, create hope, melt hearts, through words. It is about bringing words to life.

That is what I do. I bring words to life.

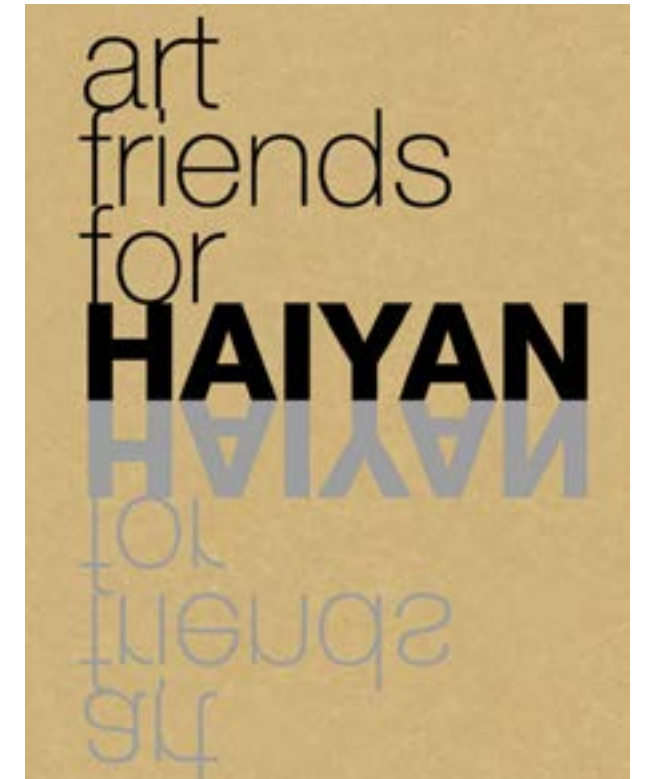
I give companies the wings to fly; I breathe life into products. I help build dreams.

I am a dedicated creative professional with more than 18 years of below-the-line (BTL) industry experience. I help businesses thrive. My copywriting and brand experience include works in Brand Communications & Guardianship, Creative & Corporate Copywriting, Corporate Communications (Internal & External), Copy Editing, Proofreading & Proof Checking, Corporate Videos (Content Development and Scriptwriting), Event Management, and Website Content Development.

About me. Copywriting and my love of words.

I've worked on both sides of the fence—the agency side, and the corporate side. This has provided me a crucial market perspective—understanding how creativity could help raise the bar while lending marketability and budget sense to the equation. At the end of the day, it is all about creating results. Results that embody what the client needs and hopes to achieve. Creating a memorable brand presence through words and brand focus. And along the way, build a positive partnership that stands the test of time.

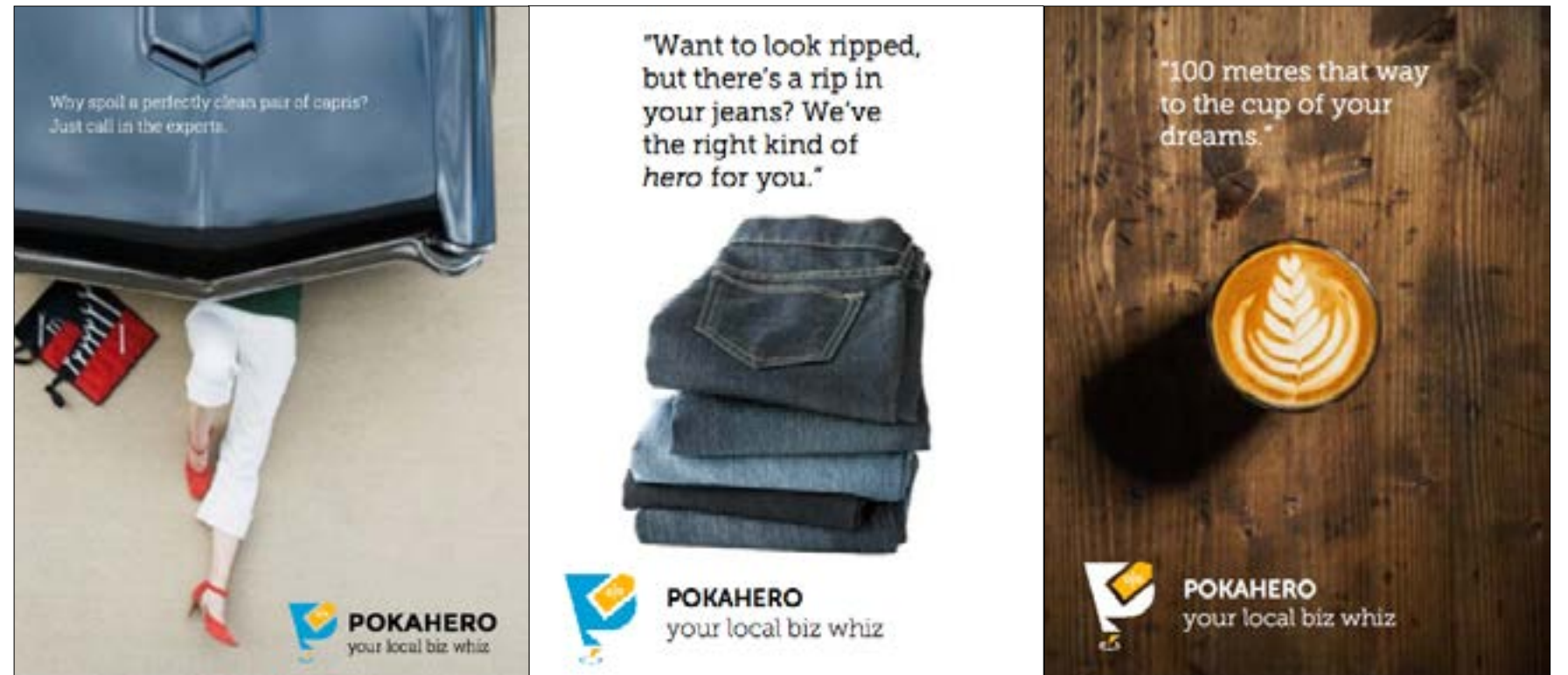
The following pages illustrate some of my work and my commitment to give all, and express all, through the world of creativity, and that ever-expressive written word.



top Art for Haiyan Charity Catalog
bottom Corporate Ad in Golden Hope Plantations Bhd's 2006 Annual Report

“

Words make things sexy. They can turn the drab to absolutely fab. Plain chocolate becomes cocoa morsels molded in heaven, and laced with lust.



top Proposed Ads for POKAHERO: Creative Copywriting & Design Development

Passion through **words**
Power through **branding**

Words define, persuade, tease and empower. Over the years, I have helped empower my clients through words and branding. My scope of services include:

- Advertising
- Annual/Corporate Reports
- Books
- Brand Communications
- Brand Identity
- Brochures
- Corporate Social Responsibility (CSR) Reports
- Environmental Reports
- Event Management

- Folders: Marketing, Product, etc
- Newsletters
- Proposals: Creative, Product, etc
- Scriptwriting
- Speech writing
- Translation (Eng-Bahasa Malaysia)
- Websites

What I do. I give color to the gray. I add passion to the meh.

Case study
BRAND PROPOSAL: B2B

POKAHERO, Malaysia

POKAHERO was designed to be a community-based local business directory that would link people to places and faces. The startup (it was meant to be launched in both Penang, Malaysia and Melbourne, Australia) however never got off the ground. My work for the team was to assist in Brand & Concept Development, Creative Copywriting, & Design: Layout & Ads.

Year 2015
(Note: This start-up project was never launched)



Brand Proposal, B2B Introduction Kit: Content Development, Creative Copywriting & Design Development

My work at a glance. A little tease if you please.

ANNUAL REPORTS |



MISC Bhd's 2007 Annual Report
(Creative Copywriting)



MISC Bhd's 2008 Annual Report
(Creative Copywriting)



Golden Hope Plantations Bhd's 2006 Annual Report
(Creative Copywriting, Corporate Copywriting, Copy Editing & Content Research)

BOOKS |



Labuan IBFC Foundations: Private Foundations for Wealth Management
(Copy Editing)

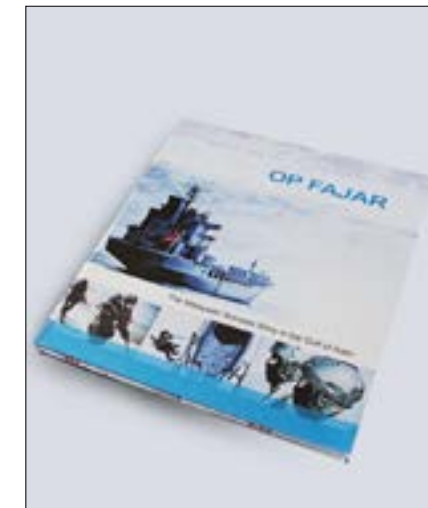


MPH Group Publishing's Everlasting Friendship: Malaysia and China
(Copywriting, Copy Editing, Content Research & Layout Design)

BOOKS |



10 Years of Honda Malaysia's Challenging Spirit
(Creative Copywriting, Copy Editing & Content Research)



Op Fajar: The Malaysian Success Story in the Gulf of Aden
(Copy Editing)



Golden Hope Plantations Bhd's The Golden Hope Story (1844-2007)
(Creative Copywriting, Copy Editing & Content Research)

CATALOGS |



Imaging Self: Soraya Yusof Talismail
(Creative Copywriting & Content Research)



Art Friends for HAIYAN Charity Drive
(Creative Copywriting)



ECO Hope Ecoreview, a separate printout of the Golden Hope Plantations Bhd's 2006 Annual Report
(Creative Copywriting, Corporate Copywriting, Copy Editing & Content Research)
This environmental report won the Platinum Award for environmental reporting at the NACRA Awards in Malaysia

Case study
RE-BRANDING EXERCISE



Business Card: Design Development

Qi Therapies Limited, UK

A growing business in Derbyshire, United Kingdom needed a more focused brand presence. Specializing in clinical oncology massages and clinical massage therapies, my focus here was on creating a calming yet professional presence throughout all their brand communication platforms.

Re-Branding Exercise/Brand Communications job scope included Creative Copywriting & Copy Editing: Brochure, Website, & Posters, Graphic Design: Brand Identity Package - Logo Design, Business Card & Letterhead, Website, Leaflet & Posters.

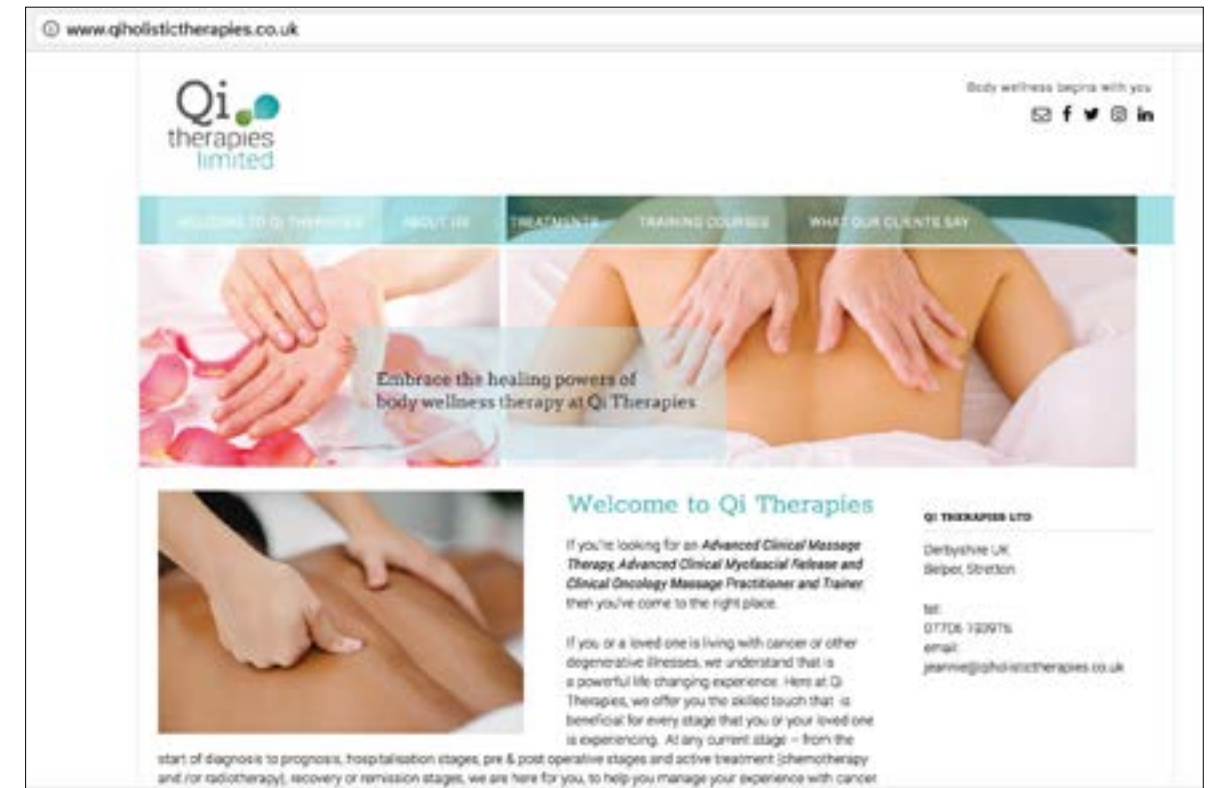
Year 2017



Gift Cards: Creative Copywriting & Design Development



Posters: Creative Copywriting & Design Development



Website: Content Development, Creative Copywriting & Design Development
www.qiholistictherapies.co.uk



Leaflet (tri-fold): Content Development, Creative Copywriting & Design Development

Case study
BRAND COMMUNICATIONS: Corporate Videos

Intellect Group of IP Companies, Malaysia & Singapore

Intellect Group of IP Companies (Intellect) is Malaysia's Leading Intellectual Property Consulting Firm. As industry leaders, they wanted a corporate video (followed by a series of business-specific videos) that would explain at length their scope of work, what they could do, and how businesses could benefit from intellectual property, franchising, branding and trademarking their businesses, and the like. This corporate video was the first in a series of videos that highlighted their numerous IP-related services.

Brand Communications: Corporate Video job scope included Content Research, Video Brief & Story Development and Scriptwriting.

Agency Rising One Media, Malaysia
 Year 2014



IPeople of Intellect Motion Graphics:
 Content Development & Script writing
<https://youtu.be/opVmnflyKfw>



Intellect Group Corporate Video:
 Content Research, Video Brief & Story Development, Scriptwriting
<https://youtu.be/dU80y20Sz1Q>



Intellect Franchise Motion Graphics:
 Content Development & Scriptwriting
<https://youtu.be/7Ceyqp41aus>

Case study
BRAND COMMUNICATIONS: Brochure :: B2C Leasing + Marketing

Silverlakes Brand Village (SLBV), Malaysia

SLBV is a soon-to-be-built luxury retail and leisure homes destination in Perak, Malaysia. A lease + marketing brochure was needed to express the unique selling points of the 330,000 sq. ft. space that would be nestled in a picturesque rainforest and lake enclave. The client needed a lease + marketing brochure (in both online versions as well as print) that could best express the qualities that would appeal to both high-end as well as mid-range retail brands.

Brand Communications: The job scope for this project included Content Development, Creative & Corporate Copywriting.

Agency PILLAR Graphics, Malaysia
 Year 2017



Case study
BRAND COMMUNICATIONS: Brochure

Redpoint Technologies (now known as SPR), Chicago IL, USA

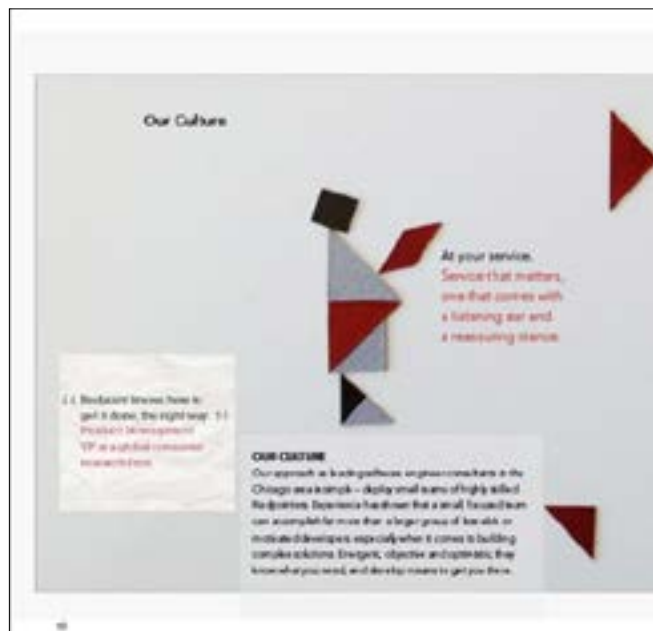
Redpoint Technologies, a Chicago based company decided that it was time to put their experiences as a 13 year old software development and technology driven company out in print.

My task was to help strengthen their brand and create a book that could relate the excitement of the industry as well as the many possible avenues for development. From the design phase—the usage of Chinese tangram puzzles to express motion and 'flight', to the copywriting and editing of the mini book. I believe I gave them a fun yet structured form of corporate expression.

Redpoint Technologies is now part of SPR Group and have since rebranded into a more unified brand presence.

Brand Communications: Brochure job scope included Concept Development, Content Research, Creative Copywriting, Copy Editing, Concept & Design, & Design Development

Year 2012



Case study
BRAND COMMUNICATIONS: Corporate Profile & Website

ICE Petroleum Group, Malaysia

ICE Petroleum Group is a specialized oil & gas company that began their business as builders of storage tanks and pipework. After 25 years in the business, they have expanded into leadership engineering, procurement, construction and commissioning (EPCC) roles for mission-critical plant development projects. The company needed a rebranding exercise that could go in tandem with their goal to be world-class global project delivery masters.

Our rebranding exercise focused on thought leadership and execution excellence, creating a Trust. Guaranteed. platform that best showcased their vision and mission as a company.

Brand Communications: Company Profile & Website job scope included Brand Development, Content Research, Creative Copywriting, & Copyediting

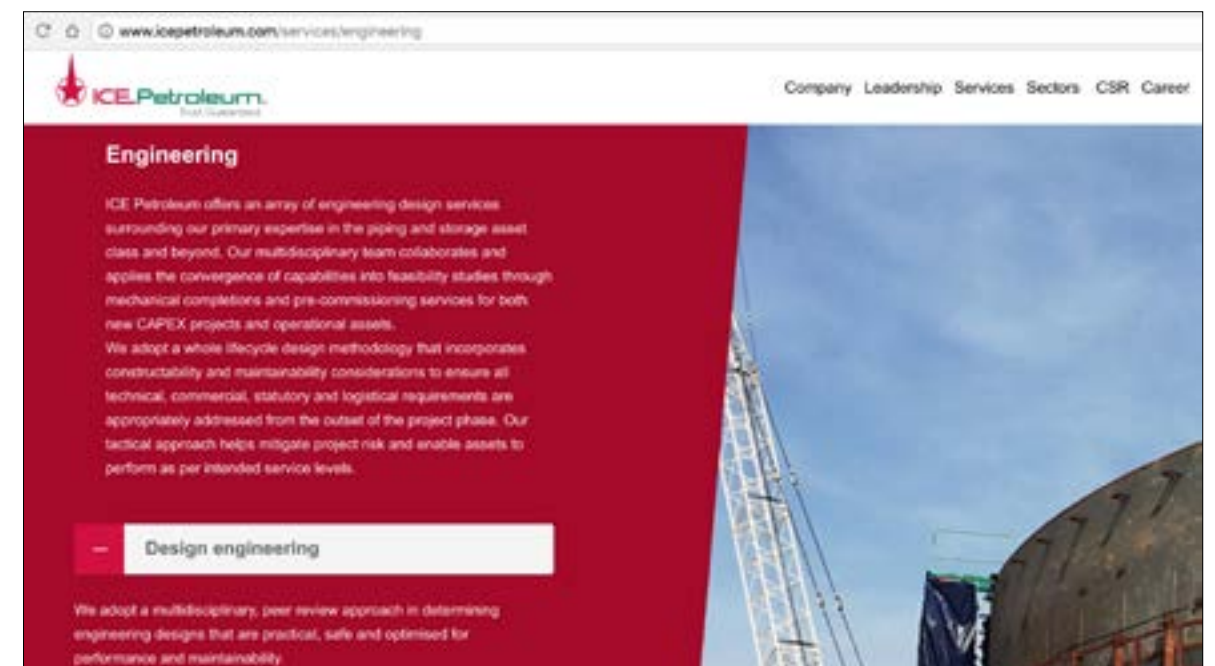
Agency PILLAR Graphics, Malaysia
 Year 2017



Brand Collaterals



Website: Copywriting (Corporate & Creative) & Copy Editing



Website: Copywriting (Corporate & Creative) & Copy Editing

Listening creates results. Smooth persuasion also helps. *Hypnosis* is the last resort.

Before you balk in fear, no, I do not know hypnosis. I am however, extremely persuasive. When I meet my clients/partners, I listen to what they need. I also ask questions. "Which company would you benchmark against?" "How would you like to be portrayed?" "What is your story?"

I then go back, research, and design the best plan of action to carry the message across. I read up on their financial performance and milestones. I look at what is in the market. And then I present what I think will work best.

My strategies have worked for many of my clients and partners. We have created wonder together. With some, we become partners and continue to challenge each other.

For a small few, I swing a hand clock.

The following are clients/partners that I've worked with (via agencies or directly) in Malaysia.

advertising |

HSBC Malaysia:
HSBC Premier Ad (Customer Magazine)
MCIS Zurich:
MZ Apprenticeship Programme Ad
Guidance Financial Group:
Corporate Recruitment Ads

annual reports |

BIMB Holdings Bhd (Bank Islam) 2006
Golden Hope Plantations Bhd 2006
KFC Holdings Berhad 2008
Kulim (M) Berhad 2006
MISC Berhad 2011 (2012)
PLUS Expressways Berhad 2006
QSR Brands Berhad 2008
Symphony Group 2007, 2008

coffee-table books |

ASLI (Asian Strategic Leadership Institute):
50 Years of Excellence
Golden Hope Plantations Bhd:
The Golden Hope Story (1844-2007)
Honda Malaysia Sdn Bhd:
10 Years of Honda Malaysia's Challenging Spirit

coffee-table books | (cont'd)

MPH Group Publishing & Canvas Art Sdn Bhd:
Everlasting Friendship: Malaysia-China
PETRONAS Chemicals Olefins, PETRONAS Chemicals Glycols & PETRONAS Chemicals Derivatives:
The 10th Anniversary Chronicles
Soraya Yusof Talismail:
Imaging Self: New York
MISC Bhd & Malaysian Navy:
OP FAJAR: The Malaysian Success Story In The Gulf of Aden

brand communications |

Denney & Denney (M) Sdn Bhd:
Marketing Brochures, Website
Fasta Pasta Restaurants Sdn Bhd:
Restaurant Menus, Monthly/Seasonal Dish Promotions, Dessert Menu Cards, Website
MISC Bhd:
Corp. Brochure, Folders, Website
Malaysian Maritime Academy (ALAM):
Website
Symphony Group:
Congratulatory Ad, Corp. Ad, Corp. Leaflet, Road Show Promotional Fixtures & Items, Quarterly Awards Ceremony, Quarterly Newsletter
ICB Financial Group Holdings AG: 2012 Calendar

Clients & partners. I give them the wings to soar and fly.

brand identity (design) |

Danajamin Nasional Berhad:
Logo, Letterhead, Envelops, Name Cards
Qi Holistic Therapies (UK):
Logo, Letterhead, Poster, Leaflet, Website

brochures |

Halal Development Corporation:
Corporate Brochure
Malaysian Maritime Academy (ALAM):
Corporate Brochure
Noblehouse International Trust Ltd:
Corporate Brochure
Sapura Group:
Group Corp. Brochure, Sapura Industrial Corp. Brochure
Redpoint Technology (now known as SPR Group):
Digital Corporate Brochure

corporate social responsibility (csr) & environmental reports |

MISC Berhad:
Annual Report 2011
Golden Hope Plantations Bhd:
Annual Report series 2006 (separate report)
Kulim (M) Berhad:
Annual Report 2007

folders: marketing, products, etc |

Almer Malaysia Sdn Bhd:
Product Folder
MISC Bhd (Marketing):
Chemical Business, Integrated Logistics Business, LNG Business, Offshore Business
Teddyville Museum Penang:
Museum Leaflet

newsletters |

Starwood Hotels & Resorts Worldwide:
The Link Newsletter
Symphony Group:
Group Newsletter

proposals |

Pokehero Malaysia:
Startup Proposal for Australian (Melbourne) & Malaysian Market
Plus Asijaya Sdn Bhd:
Lumut Hotel Project
George Town Festival 2014:
Connecting Festivals (ThinkCity Grant Proposal: 3 parts)

scriptwriting: corporate videos, product launches, etc |

DTM Technology (M) Sdn Bhd:
Corporate Video (<https://youtu.be/ZqJ48dBvHSQ>)
Intellect Group of IP Companies:
Corporate Video
<https://youtu.be/dU80y20Sz1Q>
IPeople of Intellect motion graphics
<https://youtu.be/opVmnflyKfw>
Franchising motion graphics
<https://youtu.be/7Ceyqp41aus>
Penang Institute:
Lee Kwan Yew World City Awards - Nomination Video
SME Corp Malaysia:
The National Mark of Malaysian Brand - Launch Video
<https://youtu.be/E0iny3K07XU>

short film |

Rising One Media:
'Home'
<https://youtu.be/EzpS14vpFu4>

websites |

Denney & Denney (M) Sdn Bhd:
www.denneydenney.com
MISC Bhd:
www.misc.com.my
Malaysian Maritime Academy:
www.alam.edu.my
ICE Petroleum Group:
www.icepetroleum.com
Qi Therapies:
www.qiholistictherapies.co.uk

Work experience

March 2009 till present

Freelance Sr Copywriter & Brand Strategist

Job scope: Creative and Corporate Copywriting, Research and Development, Brand Strategizing, Brand Development (Design), Copy Editing, and Proofreading. Have assisted clients such as Danajamin Nasional Berhad, Element Hotel Kuala Lumpur, George Town Festival, Honda Malaysia, Kulim (M) Bhd, ICE Petroleum Group, Plus Asijaya Sdn Bhd, MISC Bhd, Qi Therapies UK, Redpoint Technologies, Chicago (now known as SPR Consulting), Starwood Hotels & Resorts, etc.

Agencies I'm affiliated with:

- Rising One Media (Penang, Malaysia)
Associate Sr Copywriter (from 2012)
- PILLAR Graphics (KL, Malaysia)
Associate Sr Copywriter & Wordsmith (from 2015)
- Eminent Creative (PJ, Malaysia) (from 2010)

Dec 2007–Feb 2009

Head, Group Communications

Symphony House Berhad, Kuala Lumpur, Malaysia

Job scope: Brand Development & Guardianship, External & Internal Communications, Corporate Social Responsibility (CSR) Reporting, Event Management: External & Internal, Media Relations, and Website Content Development.

July 2002–Nov 2007

Account Manager (Jul till Dec 2002)

Copywriter (2003-2005)

Senior Copywriter & Brand Strategist (mid 2006-Nov 2007)

Denney & Denney (M) Sdn Bhd, Ampang, Selangor, Malaysia

Job scope: Creative and Corporate Copywriting, Research and Development, Brand Strategizing, Copy Editing, Proofreading, English to Malaysian Language Translation, and Customer Service and Support.

2001-2002

Project Manager/Copywriter

Dreamcraft Consultants, Subang Jaya, Selangor, Malaysia

(Design & Multimedia House)

2000

Project Manager/Resident Writer

Maya Capital Sdn Bhd, Kuala Lumpur, Malaysia

AgendaSeni.com

(Art news portal under AgendaMalaysia.com)

1997

Copywriter

CTG Creative Point, Kuala Lumpur, Malaysia

(Design House)

1994

Assistant Curator

National Visual Arts Gallery, Kuala Lumpur, Malaysia

Education

1990-1993 Diploma in Interior Design

Malaysian Institute of Art, Malaysia

1996 Bachelor of Communications*

(majoring in Professional Writing)

University of Canberra, Canberra ACT, Australia

(*1 year study)

Software Knowledge

Adobe InDesign

Proficiency

Expert

Adobe Illustrator

Intermediate

Adobe Photoshop

Intermediate

Microsoft Word

Expert

Microsoft PowerPoint

Expert

Microsoft Publisher

Intermediate

Microsoft Excel

Beginner

HTML

Intermediate

CSS

Beginner

Contact. Communication is the first point of action. Let's talk and swap stories.



The National Mark of Malaysia Brand: Launch Video

(Scriptwriting & Content Research)

<https://youtu.be/E0iny3K07XU>



'Home' (Short Film)

(Scriptwriting, Storyboard Development & Content Research)

<https://youtu.be/Ezps14vpFu4>

“

I've known Wanis for over a decade. She is goal-oriented, has the right drive, and is trustworthy. She is always willing to go above and beyond what is expected of her.

Elaine Chan

Head of Creative

Denney & Denney Sdn Bhd, Malaysia

(not in operation as of 2009)

I have 18 years of below-the-line (BTL) experience in Malaysia. I now call the United States of America home and am based in Chicagoland (St Charles IL). There's so much to learn in this new land, and I am game to take on the challenge and thrive.

To learn more about my Passion through Words & Power through Branding, visit my site at www.waniswrites.com

I can also be reached via mobile (630) 337 9114 and email at wanis@waniswrites.com

“

I just love working with Wanis. She never fails to deliver and amaze me with her work. Throughout the years (since 2012), we have done many corporate and commercial video scripts, brand guides and copywriting works for our clients together. You can rest assured that you will get quality work from her.

Venus Khor
CEO, Black Diamond Media Group, Malaysia
Co-Founder, Rising One Media, Malaysia



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sr brand & content strategist
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