



## DAVID RAFAEL BURI

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### JACK OF ALL TRADES, MASTER OF SOME

Some may say that I lack direction. Other's could argue my experience is too broad and I've built many hills, but not one single mountain. And to that, I say, you are 100% correct.

I'm not here to build Everest. I'm here to build the Alps. I've grown up in the creative industry, but I also have a knack for business and entrepreneurship. Combining these two passions, my goal has always been simple –

*To successfully expand & grow businesses while generating revenue through creative, cost-efficient and effective marketing campaigns.*

I am a firm believer that this can be achieved through education & mentorship. For me, a great company provides leaders that expand, diversify and enhance mental and technical capabilities.

This ensures cooperative success in achieving goals, as well as persistence in successfully reaching the company's vision.

So, here's a question for you – Are you my next mentor?

### CAREER TIMELINE

- 2020** **CO-FOUNDER**  
**Lee Buri Productions Sdn Bhd**  
Video Production  
2020 - 2021
- 2016** **CO-FOUNDER**  
**Storage Bloc Sdn Bhd**  
On-Demand Storage  
2016 - Present
- 2016** **AVP, EXECUTIVE PRODUCER**  
**MBNS (Astro)**  
Broadcasting  
2016 - 2019
- 2013** **VIDEO PRODUCER**  
**BFM Media Sdn Bhd**  
Media Hub  
2013 - 2015
- 2012** **VIDEO PRODUCER**  
**Mastermind Group Sdn Bhd**  
Video Production  
2012 - 2012
- 2010** **PROGRAMMING EXECUTIVE**  
**MBSB (Astro)**  
Broadcasting  
2010 - 2011
- 2009** **MUSIC & EVENTS EXECUTIVE**  
**Fat Boys Records Sdn Bhd**  
Events  
2009 - 2010

### ACHIEVEMENTS & AWARDS

Of course, all campaigns / projects listed in this resume are collaborations between many individuals and teams. I can only be credited for the roles I played in them.

- 2019 Malaysian Media Awards | Gold Best Use of Branded Content (Astro x Oldtown Coffee)
- 2019 Asian Television Awards | Nomination Best Original Digital Entertainment (Astro)
- 2019 Asian Television Awards | Nomination Best Influencer Content (Astro)
- 2019 Asian Television Awards | Nomination Best Branded Content <15 Mins (Astro)
- 2019 Malaysian Digital Awards | Silver (Astro x Old Town White Coffee)
- 2018 PR Awards | Silver Best Use of Content (Astro x Watsons)
- 2015 Freedom Film Fest | Most Outstanding Human Rights Film (Viral, Sial!)
- 2010 Anugerah Industri Muzik | Best English Album (Disagree)

#### CREATIVE

I have over 12 years of experience in the entertainment industry. From music and events to broadcasting and video production, I've excelled in pushing creative boundaries through self-upskilling, experimentation and, of course, play.

#### TEAM MANAGEMENT

Through my own entrepreneurship endeavours as well as my roles in corporate companies, I have learnt to lead by example, often working hand-in-hand with my team to ensure they are well taken care of while delivering high quality of work.

#### PROBLEM SOLVING

I am goal-oriented and adaptable. Whatever it is, I strive to deliver above expectations. Finding creative solutions and pivoting to overcome hurdles in order to achieve success is what I do best.

#### STRATEGIC THINKING

Both through entrepreneurship as well as through corporate roles, I have learnt to be strategic as well as tactical. I can develop the big picture while understanding how to execute it flawlessly.



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# NOTABLE WORK EXPERIENCES

I am a highly experienced, motivated and goal-oriented manager that leads by example. Equally adept in strategy, planning and on-ground application, I believe communication and education are key to ensuring success in any endeavour.

## HEADING SHORT FORM CONTENT

During my tenure at Astro, I managed a team of 15 content creators and oversaw the creation of short form content for both broadcast television as well as digital platforms. My team and I delivered a range of content, from reality shows & dramas, to live concerts and short films.

Working closely with the media sales department, the team developed amazing stories and created branded content for a range of clientele. Each video campaign successfully exceeded ROI, with some videos even being a part of award winning and nominated campaigns.

My role, as the Creative Director / Executive Producer, allowed me to ideate, allocate budgets, and assist in production and execution. Every now and then, I was even able to direct and edit some projects myself.



## STRATEGIC CONTENT EXPANSION IN MALAYSIA & BEYOND

In addition to my responsibilities, I engaged in company-wide strategic development to further expand reach beyond the Malaysian borders. Alongside my own mentor, I was responsible for a portion of the tactical execution and operations of said strategies.

## BOOTSTRAP MARKETING FOR SMEs

Starting my own business ventures, budgets for marketing are almost non-existent. Whatever cash we have needs to be directed to other important aspects of the business – one being media buy.

As a seasoned creative practitioner, I produce videos, illustrations and other marketing collaterals myself. Yes, they aren't glamorous. However, most of what I do cost nothing while still achieving the desired outcomes.



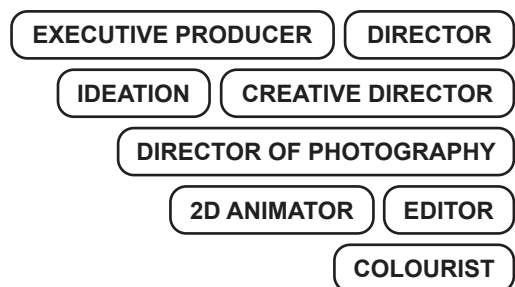
## LEARNING WHILE WORKING

While working with limited resources as well as knowledge on running a whole company, I quickly became adept in multiple skills including logistics and operations, administration, accounting and digital lead generation.

Through the efforts of my partners and I, revenue grew by 50% year-on-year for 4 years straight (until the pandemic). Additionally, overheads were lowered by 30% by streamlining operating procedures. We also pivoted into related ventures to fully utilise resources and increase revenue.

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### CREATIVE-BASED SKILLS



### CORPORATE SKILLS



Based in Kuala Lumpur, Malaysia  
Proficient in English & able to converse in Bahasa Malaysia  
Born in 1987

BSc Business (Second Class Uppers) University of London - Lead College: London School of Economics