

# Crystal Lim

- **Top 20 LinkedIn Creator - Malaysia**  
(over 23,000 followers on LinkedIn)
- **Corporate Ambassador**
- **Business Storyteller**
- **B2B Influencer**
- **HRD Corp Certified Trainer**

Favikon Leader for Malaysia (LinkedIn)

Featured on BFM 89.9 The Business Station

Featured in The Expat Magazine



# #5



**Crystal Lim**

B2B Influencer & Corporate Storyteller

1#

Writing & Storytelling Malaysia

5#

LinkedIn Malaysia

**Top 200 Creators**  
**LINKEDIN · MALAYSIA**

Favikon

March 23, 2025

## About Me



Crystal Lim is a B2B corporate storyteller & influencer specializing in humanising stories on LinkedIn.

She helps brands, companies and founders to be more visible on LinkedIn.

She is also frequently invited to industry events, educational institutions and corporations to talk on Personal Branding, Content Creation & Storytelling.

Crystal also trains individuals and corporate teams on how to leverage LinkedIn and optimise their profiles.

In today's digital world - content is king. Anyone can create content, but creating impactful content is what truly matters.



Grab For Good

# Certificate Of Completion

Crystal Lim



has successfully achieved a certification in

***Be a GrabForGood  
Storyteller***

Course date: 8/13/2021



Date of Issue: 20/01/2022

Serial Number: 50236



**Crystal Lim**

B2B Influencer & Corporate Storyteller

**LINKEDIN - Malaysia**

**Favikon  
Leader**



**2025**

[www.favikon.com/blog/top-linkedin-influencers-malaysia](http://www.favikon.com/blog/top-linkedin-influencers-malaysia)



# Top 20 LinkedIn Influencers in Malaysia in 2025

Here are the top 20 LinkedIn influencers in Malaysia for 2025, driving innovation, sparking conversations, and inspiring professionals across industries.

January 15, 2025    Jeremy Bolssinot



Appeared on BFM 89.9 The Business Station

Link : [www.bfm.my/content/podcast/ditching-jargons-how-to-turn-a-linkedin-post-into-a-career](http://www.bfm.my/content/podcast/ditching-jargons-how-to-turn-a-linkedin-post-into-a-career)



# Appeared in The Expat Magazine by TEG Media



## Crystal Clear: Branding, Toifie's, And Making An Impact

focus: fabulous females  
BY MEREL NAHLIYSEN

**W**ith her naturally outgoing personality, Crystal is fun, bubbly, and brimming with creativity. A Miss World Malaysia 2008 Finalist, she built a career working for a company in marketing skincare, health, and wellness products for the last four years. Just six months ago, she decided to go solo and create an income from what she does best: being an accidental LinkedIn influencer. We met with Crystal and talked with her about toi-fies, branding and connections.



### HOW TO BECOME A LINKEDIN INFLUENCER

Crystal's expertise in crafting compelling brand narratives and connecting with audiences has not only shaped her professional journey but also unexpectedly positioned her as a LinkedIn influencer. "Indeed, I am an 'accidental influencer.' It was never my full intention. It kind of happened by chance. I enjoy writing and have been creating content in other forms since thousand years ago, yes - this is one of my favourite phrases meaning 'a long ago' and my audience love this kind of humour! I have also been winning many creative writing slogan contests where the prizes included meeting Taylor Swift in London, meeting Lionel Messi in Barcelona and many others. So, I believe my presence on LinkedIn is rooted in that passion. Three years ago, I started to write LinkedIn posts about businesses. Nothing really happened during the first year, but I continued to learn, changed my way of writing on LinkedIn, explored different styles and after a while, my posts seemed to resonate with the audience."

Crystal specialises in humanising stories, where she takes a personal approach toward a brand she feels

connected to and shares her feedback and knowledge with her audience. The narrative around LinkedIn has also changed. It's shifted from being primarily a job-hunting platform to a place where professionals connect, share their expertise, and find opportunities for collaboration.

### CREATING THE TOI-FIES TREND

Recently, Crystal started to create toilet posts. Yep, the place you go to where inspiration strikes mid-flush, where it's just you, yourself and the deep hole below. But for Crystal, they're not just that and indeed some of her 'toi-fies' on her LinkedIn post are highly interesting, very beautiful and to her, they hold a meaning. "Toilets tell a lot about a business. If you go to a restaurant and need to use the toilet, and if it's a good, clean space, it says a lot about the way they perceive their guests. Also, thanks to my friends on LinkedIn, I have met the Founder of the World Toilet Organization (WTO) in Singapore, Prof. Dr. Jack Sim, who is committed to improving sanitation and advocating for better toilet facilities worldwide. We actually created some content together and it's an honour for me!"

### THE HUMAN CONNECTION

Being in the top 10 LinkedIn influencers in Malaysia for 2025 by Favikon, Crystal sparks conversations and inspires professionals worldwide. Actually, she is in the top 5 at the time of our interview and has got over 19,000 followers. "I believe it's all about collaborating with the right people and my intention to create value for them and to place them in the time light. I've created my own style and I add humour, use some Manglish, and I guess people feel they can relate to what I write and share. I do not even have a business card, when I meet new people in real life, I ask them to connect instead with me on LinkedIn and many times, it creates conversations."

### ADVICE FROM THE EXPERT

Asked for career tips to job-seeking professionals in Malaysia, Crystal says: "Show genuine interest in the company and your future employer - do not just ask what they can do for you, but also show how you can contribute to their success. Employers are looking for candidates who genuinely care about the company's mission, values, and long-term goals."

Seeking Crystal's advice on building a personal brand on LinkedIn, she shares: "Before you create content to post, understand your unique value proposition. What expertise do you offer? What problems do you solve? Once you're clear on your 'why', tidy up your profile to reflect that. Then, start sharing content consistently, but at a pace that is comfortable to you."

Would you like to connect? Have a look at Crystal's LinkedIn profile!





Crystal's unique personal brand features "toifies" (toilet selfies) linked to educational, meaningful content, and sometimes promoting locations for business purposes.



Crystal specializes in creative and memorable content through toifies which can generate interest and awareness in a way that feels authentic and engaging to her followers.





Highlighting the events I attend not only showcases my activities but also boosts the profile of the companies involved.



Crystal often shares stories of the people she meets, aiming to provide valuable insights and perspectives for her followers.





On LinkedIn, Crystal collaborates with founders, companies, and brands, helping them gain visibility through storytelling.





# As a speaker at Ibis Styles Sepang KLIA Topic : LinkedIn Content Creation & Storytelling



As a guest speaker at Monash University, Malaysia  
Topic : LinkedIn Content Creation





# As a guest speaker at Dr Azhar's - Let's Get LinkedIn Networking Event

## Topic : Storytelling for LinkedIn



Networking event

# Let's get Linked-In

Hosted by Doktor Az & Ayu Shahirah

Expand your network, gain insights, meet mentors, and join structured networking sessions!

Date : 23 February 2025  
Time : 0930 - 1600  
Venue : The Ark Event Space  
Fee : RM199

-  **Crystal Lim**  
Storytelling for LinkedIn
-  **Ashvin Praveen**  
The future of AI & Content Creation
-  **Isa Jamaluddin**  
The Question'able' person
-  **Dr Nurlidia Mansor**  
You are what you eat



As a guest speaker at INTI International College  
Topic : Content Creation



# Guest speaker at S.U.A Interior Design

## Topic : Leveraging LinkedIn For Business Growth & Visibility

Phileo Damansara 1 Commercial Centre block F

12 December, 2024 7.00 PM -9.00 PM

**"ESSENTIAL IP TOOLKIT FOR DESIGNERS"**

**LEVERAGING LINKEDIN FOR BUSINESS GROWTH AND VISIBILITY**

Guest Speaker

**Rashida**  
intellectual property (IP) Expert

**Crystal Lim**  
B2B Corporate Ambassador

Let's dive into the first step of leveraging LinkedIn for business growth, building a strong foundation by optimizing your LinkedIn profile.

Guest registration form into a QR code

Registration Fees. RM30

Logos: IEM, F.M.N ACADEMY, F.I.N.D, S.U.A

QR code for guest registration





# Speaker for a business event by Singapore Chamber of Commerce Malaysia

## Topic : Limitless Reach Through LinkedIn





As a speaker for International Women's Day @ The Access Group, Kuala Lumpur  
Topic : Building Your Personal Brand



# Guest speaker for a seminar by Intellectual Property Corporation of Malaysia (MyIPO)



**Seminar FOCUS ON WOMEN**  
NAVIGATING INNOVATION AND CREATIVITY

14 - 15 APRIL 2025 | MENARA MyIPO, PJ SENTRAL

This seminar promotes IP awareness and empowers women innovators to protect and commercialize their ideas. It also includes booths showcasing IP-registered products from speakers and panelists, offering real examples of successful commercialization.

**SPEAKER**

- Mr. Khairol MyIPO
- Ms. Crystal Lim glowlikecrystal

**PANELIST**

- Dr. Huda CLASITI
- Dr. Azura MARDI
- Mrs. Nurul Mimpikita
- Dr. Amani nanoSkunkWorkx
- Ms. Naquyah Les' Copaque

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www.myipo.gov.my

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# As one of the panel speakers for Digital Marketing Conference Kuala Lumpur 2025

**DMCKL2025**  
Digital Marketing Conference Kuala Lumpur

14 - 15 May 2025  
Sunway Putra Hotel, Kuala Lumpur

**Panel Speaker**  
**Crystal Lim**  
B2B Influencer & Corporate Storyteller

**Panel Speaker**  
**David Raj**  
Chief Marketing Officer  
TUI International

**Panel Speaker**  
**Piyapoom "Champ" Seechang**  
Marketing Director - B2B Thailand  
Michelin

**Panel Speaker**  
**June Boo**  
Head of Asia Business,  
LinkedIn Sales Solutions  
LinkedIn

An Exclusive Event by **Skill-Lÿft** Approved by **HRDCORP**  
HUMAN RESOURCE DEVELOPMENT COOPERATION

**DMCKL2025**  
Digital Marketing Conference Kuala Lumpur

**DMCKL2025 LINEUP**

**Visionaries of This Year**

Chairperson	Moderator		
<b>Ragunath "Rak" Jee" Murthy</b> Founder & Chief Rainmaker, ReAInmaker	<b>Elizabeth Taylor</b> LinkedIn Top Voice & Professional Speaker, Elizabeth Taylor Coaching	<b>Evelyn Lee</b> Head of Marketing, Secret Recipe Cakes & Cafe Group	<b>Nicholas Leong</b> Head of Media Relations, Asia Pacific, DHL
<b>Prof. Aleks Farseev</b> Co-Founder & CEO, SOMIN	<b>Alan Prendergast</b> Retail & E-Commerce Specialist, Google	<b>Anton Widodo</b> Social Media Lead, JPAC, Palo Alto Networks	<b>Shalini Senewiratne</b> Marketing Director Kimberly-Clark
<b>Digashree Das</b> Head of Partner Growth Marketing, APAC & ANZ, Amazon	<b>Sameer Hussain</b> Former Marketing Director - International Markets, Smith+Nephew	<b>Gitanjali Sriram</b> Group Chief Strategy Officer, Trapper Group	<b>Meenakshi SP</b> Former Director - Client & Advisor Channels Engagement, Citibank
<b>Ashwin Praveen</b> Co-Founder & CEO, Cleve	<b>David Raj</b> Chief Marketing Officer, TUI International	<b>Piyapoom "Champ" Seechang</b> Marketing Director - B2B Thailand, Michelin	<b>June Boo</b> Head of Asia Business, LinkedIn
<b>Rachel Goh</b> Zone Head of Talent Attraction, Nestlé	<b>Charatranak Rong</b> Assistant Director / Head of Group Marcoms Sunway Healthcare Group	<b>Crystal Lim</b> B2B Influencer & Corporate Storyteller	

As one of the judges for Intervarsity Corporate Strategy Challenge (ICSC) 2023  
by University of Malaya (UM) Accounting Club







**Crystal Lim** • You

B2B Influencer | Corporate Storyteller & Ambassador | Humanising C...  
6d • 🌐

"Crystal needs to do a toifie!", that's the first thing Dato Indera **Dr Ahmad Sabirin Arshad** said when we met at his recent Raya open house 😊 ...more



👍❤️🌐 MK Choong and 122 others

48 comments • 3 reposts



**Crystal Lim** • You

B2B Influencer | Corporate Storyteller & Ambassador | Humanising C...  
2w • 🌐

"Have you seen our newly refurbished toilets at Mid Valley Megamall?," asked **Yeow Jie Xiang (JX)**, Head of Business Investment & Property Development at IGB Berhad. ...more



👍❤️🌐 251

84 comments • 3 reposts



👍 Like

💬 Comment

🔄 Repost

➦ Send

📊 10,745 impressions

[View analytics](#)





**Crystal Lim** • You

B2B Influencer | Corporate Storyteller & Ambassador | Humanising C...  
3w • 🌐

When I met the COO (Chief Operating Officer) of Resorts World  
Genting, [Aaron Khong Chid Chia](#), I said: ...more



with Aaron Khong Chid Chia

👍❤️ Daniel Sim and 270 others

197 comments · 1 repost



👍 Like

💬 Comment

🔄 Repost

➦ Send

📊 11,737 impressions

[View analytics](#)



**Crystal Lim** • You

B2B Influencer | Corporate Storyteller & Ambassador | Humanising C...  
1mo • 🌐

"You gave me more ideas for my toilets", said [Mark Law](#), Vice President  
of [Malaysia Business Group](#) 😊 ...more



with Mark Law

👍❤️ Carol Lim and 125 others

75 comments · 1 repost





Search



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Messaging

Analytics

Posts

Audience

### Top performing posts

Based on impressions gained from May 6 - May 5

Crystal Lim posted this • 8mo



"Cik, semua ok?" 😊 "Miss, is everything ok?" - asked Abang Polis.

I was driving to Cyberjaya and the journey will usually take a ...show more

1,497

186 comments

▲ 141,831 Impressions

[View analytics](#)

Crystal Lim posted this • 5mo



My flight back to KL got delayed. Twice for the same trip. Instead of reaching KLIA at 10pm, it got delayed to 11pm and then again, to 12am 😊...

367

217 comments

▲ 63,626 Impressions

[View analytics](#)

Crystal Lim posted this • 4mo



I know I write well - because I won a car before, thousand years ago!

It was a slogan writing contest in my early 20s.... ...show more

620

323 comments

▲ 51,389 Impressions

[View analytics](#)



Search



## ← Top performing posts

Crystal Lim posted this • 5mo



Key Considerations for Choosing a Corporate Transportation Service

✓ Safety and security...

...show more



176

65 comments · 3 reposts

▲ 46,106  
Impressions

View analytics

Crystal Lim posted this • 9mo



If Fan Bing Bing can promote our Malaysian durians, why can't **Crystal Lim** Lim? 🤔

...

...show more



427

260 comments

▲ 33,025  
Impressions

View analytics

Crystal Lim posted this • 5mo



I was worried to pronounce the word "yatch" when I met **Patrick Theseira**, CEO of Platinum Charters, Malaysia's largest luxury yacht charter company. ...

...show more



290

138 comments · 3 reposts

▲ 28,629  
Impressions

View analytics





Search



## ← Top performing posts

Crystal Lim posted this • 4mo



True story last night 🤔

Did you countdown at home or outside?...

...show more



224

181 comments

▲ 27,225  
Impressions

View analytics

Crystal Lim posted this • 1mo



"I see [The Access Group](#) Malaysia is actively hiring!", I asked [Chee Gay Lim](#), the Managing Director.

...

...show more



391

115 comments · 4 reposts

▲ 22,883  
Impressions

View analytics

Crystal Lim posted this • 6mo



"Your [Oriental Kopi](#) outlets always have super long queue", I told Dato Calvin Chan, Founder of Oriental Kopi.

...

...show more



316

169 comments

▲ 22,692  
Impressions

View analytics

Crystal's LinkedIn post is valued at \$519 to \$625 per post as per Favikon, an AI-powered influencer marketing platform.

### Influencer Campaign Ripeness

\$519 - \$625 / post **Verified**

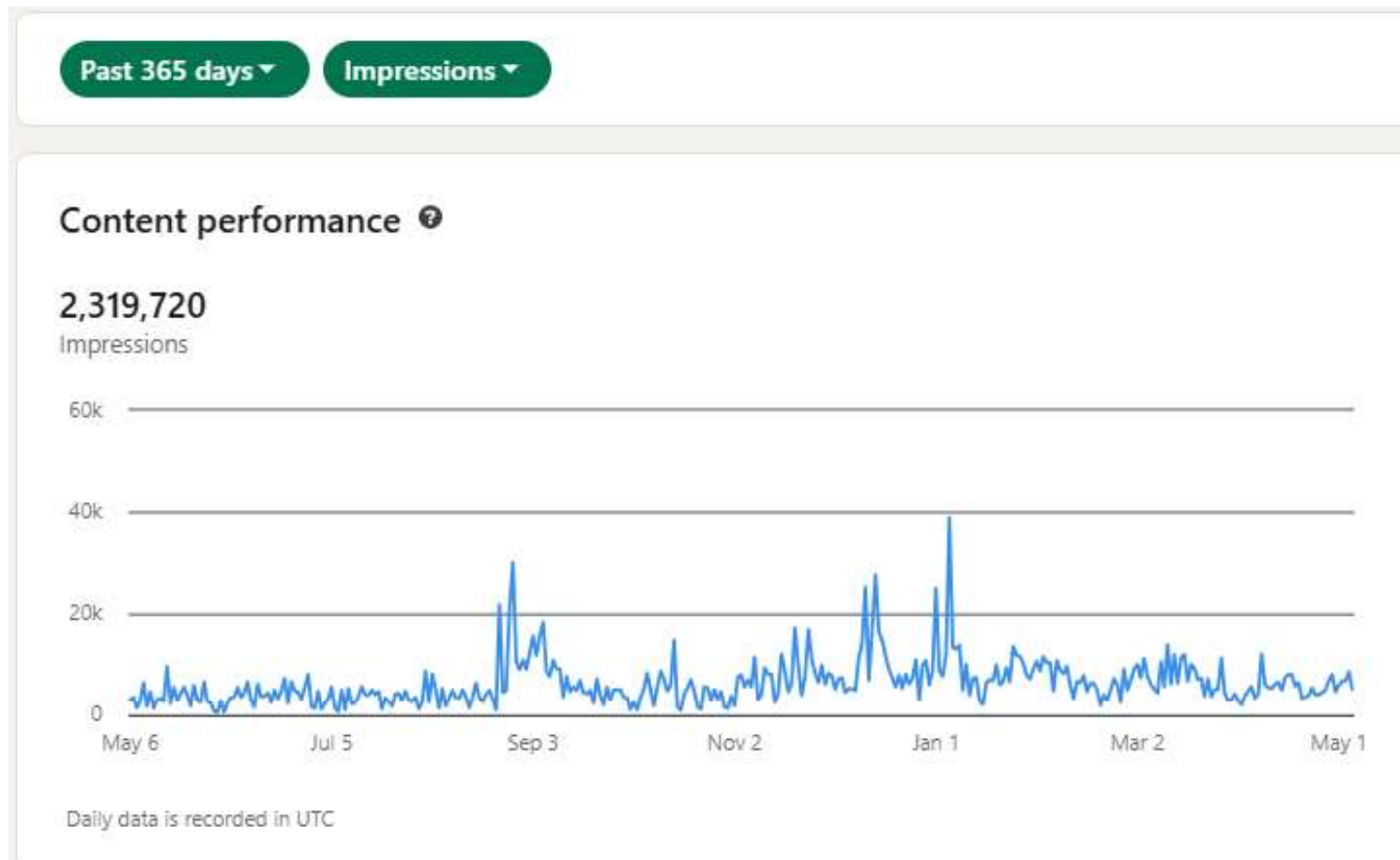
#### Audience Target

English-speaking professionals and entrepreneurs in Malaysia and Southeast Asia, primarily on LinkedIn.

- Strong engagement with a growing audience, showcasing expertise in B2B storytelling.
- Best suited for brands in corporate training, marketing, and professional services.
- High likelihood of accepting partnerships, particularly for sponsored posts and collaborative events.



# Crystal's LinkedIn content performance : Over 2 million impressions within the past 1 year



## Demographics of followers

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### Job title

Founder	4%
Chief Executive Officer	3.6%
Managing Director	2.1%
Co-Founder	1.8%
General Manager	1.7%



# Connect with me on

B2B INFLUENCER | CORPORATE AMBASSADOR

Top 20 LinkedIn Creator in Malaysia

*Humanising businesses, one story at a time.*

*Let's collaborate to inspire!*



**Crystal Lim** · 1st

B2B Influencer | Corporate Storyteller & Ambassador | Humanising Content | Brand Storyteller | Top 20 LinkedIn Creator - Malaysia | Featured in The Expat Magazine | Favikon Leader for Malaysia (LinkedIn)

WP. Kuala Lumpur, Federal Territory of Kuala Lumpur, Malaysia · [Contact info](#)

23,503 followers · 500+ connections



Favikon