



# NURUL AQILAH MHD NAJRI

Experienced Senior Associate with a demonstrated history of working in the construction, communications & multimedia, technology and services industry. A HR Generalist skilled in Recruitment, Performance Management, Compensation & Benefit, Talent Management, People Engagement, Internal Communication & Corporate Communications. Journeyed from Corporate Communication to Human Resource which married the art of communication with people management.

## CONTACT INFORMATION

Phone No. : +6010 657 1580  
Email : [qilah8barri@gmail.com](mailto:qilah8barri@gmail.com)  
LinkedIn : [www.linkedin.com/in/aqilahnajri](https://www.linkedin.com/in/aqilahnajri)  
Location : Cyberjaya

## EDUCATION



Bachelors in Business Administration  
majoring in Marketing Management  
(2009) 2nd Class Upper  
Multimedia University, Melaka



Sijil Pelajaran Malaysia (SPM, 2003)  
Maktab Rendah Sains MARA, Serting,  
Negeri Sembilan

Penilaian Menengah Rendah (PMR, 2001)  
Maktab Rendah Sains MARA, Gerik, Perak

SRK Raja Perempuan, Ipoh

Bukit Bintang Girls School, Kuala Lumpur

United Nations International School, New York,  
USA

## CERTIFICATION & TRAINING

- Certified Total Rewards Professional (2022)
- SHRM Certified Professional (2019)
- Certified Performance Management Professional (2017)
- Employee Act, Industrial Relations and Disciplinary Inquiry (2016)
- PRINCE2 Practitioner (2015)
- PRINCE2 Foundation (2014)
- ISO 9001 Process Based Internal Auditing (2013)

## WORK EXPERIENCE

### MALAYSIAN COMMUNICATIONS AND MULTIMEDIA COMMISSION (MCMC)

**Deputy Director Talent Management**  
**[November 2021 – Present]**



- Develop strategic workforce planning, manpower rationalization, critical talent gaps identification and build workforce plans to close gaps for an effective employee optimisation across the organisation
- Plan and manage all talent acquisition and on boarding needs including implementing and continually developing a robust digital recruitment process to meet the required talent gap and recruitment cycle.
- Develop effective relationships within the organization and the hiring community to have influence and impact the recruiting process and hiring.
- Manage full life cycle recruitment (post, source, pre-screen, schedule, background, references, offer, on boarding, etc.) within defined metrics to minimize overall recruitment cycle.
- Optimise the use of employee, recruitment and talent movement related data and translate those data into insights through data analysis that drives deliberate action plans at the appropriate levels.
- Facilitate the manpower or workforce management and organization design by job description review and job evaluation. Including facilitating talent review meetings with C-Level to review and plan internal talent mobility matters
- Develop and implement the full performance management cycle from goal setting, mid year and year end performance reviews, and evaluation instrument
- Ensure the organization's performance management system is aligned with business objectives and promotes a high-performance culture.
- Develop and implement succession planning strategies to ensure a pipeline of qualified internal candidates for key roles.
- Implement strategies to support internal career development and talent mobility within the organization.
- Analyze turnover data and develop retention strategies to address talent retention challenges.
- Utilize data and analytics to measure the effectiveness of talent management programs and initiatives.

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## WORK EXPERIENCE

### **MALAYSIAN GLOBAL INNOVATION & CREATIVITY CENTRE (MaGIC)**



#### **Assistant Manager, People Department [April 2021 – October 2021]**

- Oversee the overall HR Operations including recruitment and hiring, employee engagement, performance management, learning and development and HR Comms
- Assist in the development of MaGICs talent development framework and succession planning
- Perform mentoring with internal and external stakeholders in areas of Human Resource
- Manage and oversee the execution of the U.S. – Malaysia Student Internship Programme; a collaboration with the U.S, Embassy

### **ORANGEBEAM**



#### **Assistant Manager, Human Resource Department [January 2020 – April 2021]**

##### **MANPOWER & RECRUITMENT**

- Formulate the development, implementation and oversee the continuous improvement of recruitment and related processes (which includes manpower planning, sourcing, screening and selection) which supports ORANGEBEAM's human resource strategy towards a high-performance organisation.

##### **PERFORMANCE MANAGEMENT**

- Manage performance tools and processes
- Translate Company goals into individual goals
- Coordinate periodic individual performance evaluation
- Assess and improve the performance plan

##### **CULTURE TRANSFORMATION**

- Foster commitment across all levels to commit towards the aimed culture transformation
- Plan and execute culture programmes
- Collaborate with the appointed culture consultant
- Assess the culture adaptation and evaluate its successfulness

##### **EMPLOYEE RELATIONS AND HR COMMS**

- Manage HR communications and employee engagement through delivery of HR messages, determine best channels to deliver the messages, strategize engagement plans for employees and responsible for initiatives to support Company culture.

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## OTHER RELATED SKILLS & INFORMATION

### LANGUAGE

Good in English & Bahasa Melayu  
(written & spoken)

### SKILLS

- Microsoft Office Applications (Word, Excel, Powerpoint) - Intermediate
- Job Evaluation Methodology - Beginner to Intermediate
- Salary Regression Analysis - Beginner to Intermediate
- LinkedIn Recruiter portal - Beginner to Intermediate
- Harrison Assessment personality profile
- Microsoft Sharepoint 2013 - Beginner
- Windows Movie Maker - Beginner
- Adobe Photoshop - Beginner
- Salary Structure Design - Beginner

### COMPETENCY

- Good presentation & communication skills
- Inquisitive
- Fast Learner
- Capable in building work relationships across levels
- Resourceful
- Teamwork
- Decision making

### HOBBIES & INTEREST

- An avid doodler, calligrapher, video maker and photo editor
- An amateur badminton and volleyball player
- Just got hit by the wanderlust bug

### REFERENCES

*\*Shall be provided upon request*

## WORK EXPERIENCE

### CYBERVIEW SDN BHD



#### **Senior Executive, Employee Services, Human Capital Division [August 2016 – December 2019]**

##### MANPOWER & RECRUITMENT

- Assist in the development and execution of the organization's manpower planning
- Perform the full spectrum of recruitment process involving sourcing, interviewing, assessment and selection

##### PERFORMANCE MANAGEMENT

- Assist to develop, implement and improve of the Company's performance management framework and processes
- Coordinate periodic individual performance evaluation and preparation of proposal for rewards (bonus, increment, promotion)
- Conduct job evaluation of for any job expansion & promotion

#### **Senior Executive, Employee Services, Human Capital Division [August 2016 – December 2019]**

##### HR COMMUNICATIONS

Craft and disseminate HR announcements and communications

##### HR ANALYST

Assist in performing analysis in HR matters ie. Salary review, attrition rate, strategic workforce planning and employee productivity

- 1. Senior Executive, PR & Events, Corporate Communication Division [January 2013 – August 2016]**
- 2. Executive, Corporate Communication Department [January 2011 – December 2012]**

- Develop and implement internal communications strategy and channels
- Assist to create strategic Communications and Media Relations Programs
- Prepare communication collaterals (i.e. Press releases, editorial materials, speeches, newsletters, etc.)
- Monitor Media coverage and prepare reports
- Collaborate with Cyberjaya stakeholders on the sharing of information for easy access for media exposure and other collaborations
- Assist in creating and developing Corporate Responsibility (CR) programs
- Working closely with appointed agencies i.e. PR Agency, Media Monitoring Agency and monitoring their progress

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## RECOMMENDATIONS

Aqilah is a person that is passionate, full of empathy and dedicated to her work. It has been a privilege to be able to work with such a person. She is an incredible asset to any company.

*(Hetty Ellyna, former Sr. Executive, Employee Services, Cyberview Sdn Bhd, 2019)*

Aqilah is a great talent, full of ideas, and with bright potential. She will value-add tasks assigned to her and is a great team player.

### COMPETENCY

*(Fazlyn Kamal, former Head of Corporate Communications, Cyberview Sdn Bhd, 2018)*

Aqilah is a very passionate and dedicated person to any task that is given to her. She is resourceful, hard-working, talented and witty; with a lot of potentials to grow beyond her current capabilities.

*(Katheja Begum, former Head of PR, Cyberview Sdn Bhd, 2014)*

Aqilah is a joy to work with. She is passionate and always eager to learn and improve. A big heart for people, she always tries to give her best, no matter how challenging the situation.

*(Janet Lee - CEO & Culture Consultant, 95% The Business Culture Consultancy)*

Aqilah was a pleasure to work with! We worked closely back in early 2020 to plan and implement a Culture Installation programme for the company. She is passionate, dedicated and truly cares about her people. Looking forward to work with her again in near future!

*(Thiva Subramaniam - Culture Catalyst, 95% The Business Culture Consultancy)*

## WORK EXPERIENCE

### CYBERVIEW SDN BHD



- Monitor and analyze media coverage on Cyberview/Cyberjaya and news pertaining to government policies and on the IT industry, other Cybercities & Cybercentre
- Managing the library of paper cuttings/clippings

### **Executive, Branding Unit, Business Corporate Communication & Planning Department** **[May 2010 – December 2010]**

- Assist in preparing branding guidelines for Cyberjaya
- Assist in the development of Cyberjaya corporate collaterals
- Promote Cyberjaya through various platforms i.e.. electronic, print and online media
- Purchasing officer and budget coordinator for the department. Monitor and plan out yearly budget for the department
- Assist in public relations tasks which include media invites, press release, speeches and media fact sheets
- Monitor media coverage involving Cyberjaya. Calculate and tabulate both advertisement value and PR value to achieve yearly KPI
- Assist in collaborations with Cyberjaya stakeholders to promote Cyberjaya. Collaborations through advertisement's, events and business engagement sessions.
- Assist in proof reading, content development and editing for collaterals, press kit content and website content
- Disseminate information within the company which include latest news on Cyberjaya and related industries

## ACHIEVEMENTS & HIGHLIGHTS

- Lead the development of onboarding framework with best practices at par with award winning practice (2023)
- Improved recruitment cycle over 70% and introduced career development programmes (2022)
- Discretionary Authority Limit (DAL) framework secretariat (2018)
- Part of the team that presented to the former Chairman of Cyberview the potential projects to be undertaken by the Company (2017)
- Cyberview's Talent Accelerator Programme (2016 – 2018)
- Lead project manager, Cyberview Annual Dinner (2016)
- Brand Champion, Cyberview Cultural Transformation Programme (2015)