

ZIELDA ZAINUDDIN

CERTIFIED TOTAL REWARDS PROFESSIONAL
EXPERIENCED HUMAN RESOURCES PRACTITIONER

CONTACT

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Linkedin profile:



SKILLS

Compensation design and analysis
Strategic HR planning and budgeting
Data analysis and interpretation
Performance management
Goal setting and performance coaching
Talent management, development and implementation of employee engagement initiatives
Recognition and reward programs and succession planning
Disciplinary and Consequences Management

EDUCATION

Multimedia University, Melaka
BBA (Hons) Human Resources Management

ASEAN Total Rewards Institute
Certified Total Rewards Professional

PROFILE

With 20 years across Oil & Gas, Tech, and corporate sectors, I'm a strategic HR leader passionate about building a positive employee experience. I excel in total rewards, performance & talent management, employee engagement, HR operations, industrial relations, and talent acquisition. I'm eager to partner with a company that values a thriving workforce and impactful HR initiatives.

EXPERIENCE

Temporary Career Break 1 Nov 2024

I am currently on a temporary career break to attend to a pressing family matter. My brother is physically ill, and I am assisting my elderly mother in his care during this challenging time, particularly as our primary caregiver is unavailable.

DIGITAL NASIONAL BERHAD

Head, Total Rewards & HR Operations

FEB 2022 – OCT 2024

Responsibilities:

Total Rewards & Performance Management: Design and implement competitive compensation and benefits programs, performance management frameworks, and career development opportunities.

Talent Acquisition & Onboarding: Develop and execute a robust talent acquisition strategy to attract and hire top talent. Streamline the onboarding process to ensure a positive new hire experience.

Organization Management : Design and implement efficient organizational structures to support company growth.

HR Operations: Oversee all HR operations, including payroll, benefits administration, employee relations, and HR technology implementation.

Employee Engagement & Talent Management: Champion employee engagement initiatives, recognition programs, and career development plans to promote a positive and productive work environment.

Industrial Relations: Manage employee relations, navigate complex workplace issues, and foster positive labor relations.

Key Contributions:

- Lead the implementation of HR Information system (ORACLE) for the HCM Module
- Planned, prepared and execute the proposals of performance incentive, annual increment and HR updates for the Board of Directors meeting.
- Successfully implement the resource optimization exercise with a total saving of RM30m in staff cost
- Contributed to Due Diligence exercises for government and stakeholders' reviews.
- Contributed to the increase of Employee Satisfaction Survey score via implementation of various employee engagement activities.

HURRICANE GEO INSPECTION SERVICES SDN BHD (HGIS)

General Manager, Human Resources & Administration

MAY 2021 – FEB 2022

Responsibilities:

HR Leadership: Develop and implement comprehensive HR strategies that align with company goals. Lead and manage the HR team, ensuring a high level of service and expertise.

Talent Management: Oversee all aspects of the talent lifecycle, from recruitment and onboarding to performance management and career development.

Total Rewards & Benefits: Design and administer competitive compensation and benefits programs that attract and retain top talent.

Employee Relations: Foster a positive and productive work environment, manage employee relations issues, and ensure compliance with labor laws.

HR Operations: Oversee day-to-day HR functions like payroll, benefits administration, employee records management, and HR technology implementation.

Administration: Manage office operations, including facilities management, budgeting, and vendor relations.

Key Contributions:

- Negotiated tenancy agreement with 30% saving for the period of 3 years.
- Implemented the HR Information System to increase efficiency and digitalised transactional activities.

PETROLIAM NASIONAL BERHAD (PETRONAS)

MAR 2012 – MAY 2021

Human Resource Business Partner

Oct 2016 – May 2021 (4 yrs 8 mos)

Responsibilities:

- Design and implement efficient organizational structures to support company growth.
- Plan and execute long term manpower plan for division.
- Plan and implement HR Strategies & Initiatives for divisions and monitor the progress to ensure objectives of the strategies and initiatives are achieved.

- Prepare HR Plan & Budget, analyzing the data and providing recommendations. Review organization structure and implement job management process by providing advice, scheduling and executing overall activities in compliance with HRM policies and business requirements.

Key Contributions:

- Review, plan and execute the re-structuring for divisions within deadlines with the objective of optimizing manpower and meeting the business requirements
- Plan, propose and execute the mapping exercise for 1,400 within two (2) weeks and implement the mobility of the people

Senior HR Analyst, Remuneration Strategy

Jun 2014 – Oct 2016 (2 yrs 5 mos)

Responsibilities:

- Conduct analysis on market trends to provide trending reports for the development of remuneration policy and guideline.
- Conduct benchmarking exercises on industry best practices and lesson.
- Analyse, develop and recommend for review of terms and conditions and salary structure for respective countries, secondment terms and conditions.
- Prepare recommendation for payment of annual increment and bonus with the terms and conditions taking into consideration labour market conditions, company's financial performance and practices by other oil/gas companies in respective countries.
- Coordinate, analyse and review the remuneration package for domestic and international operations.
- Lead the situational assessment on Remuneration Compliance and Assurance for all regions.

Key Contributions:

- Review, proposed and develop the new salary structure for Upstream Business's contract staff reflective of the labour market demand and supply due to the oil price crisis.
- Successfully lead four (4) situational assessments in 12 months and recommended improvements for process excellence in remuneration management practices in business.
- Review, plan and proposed the terms & condition for Floating LNG facilities in South Korea in accordance to the Country Labour Law
- Review, plan and proposed remuneration package for technical staff on offshore facilities of Floating LNG due to the hybrid nature of work, which is offshore and plant. The new remuneration package was implemented together with the commissioning of facilities

HR Analyst, Leadership & Capability Management (Talent Management & L&D)

Mar 2012 – May 2014 (2 yrs 3 mos)

Responsibilities:

- Plan and execute the implementation of annual assessment and its related activities for executives technical through management of competency management tools/system.

- Implement the Capability Development in coordinating and monitoring the effectiveness of capability programs to ensure sufficient capable talent pool for the business unit.
- Facilitate the Talent Review and Succession Planning exercise. Plan, schedule and executive the employee performance management process within the business and ensure implementation is as per Company's policy.
- Provide training to all executives, managers and employees on the overall employee performance management.
- Facilitate the year end deliberation for the Business Unit to ensure fair and effective distribution of performance rating.

Key Contributions:

- Plan, proposed and developed the Skill Matrix for the Top Management of Gas & Power Business to ensure the development of the Talent is taken care of. The proposal was approved and implemented.
- Proposed, planned and implement the Integrated Onboarding Programme for Gas & Power Business to address the development gap on business acumen targeting the new joiners to the business. The program received 90% positive feedback. A total of 16 sessions was conducted within 18 months.
- Managed end to end Top Management Away Day for the business and successfully rated as one of the best event for the Top Management
- Coordinate the engagement six (6) engagement with the Executive Vice President with 95% positive feedback.

CHEMICAL COMPANY OF MALAYSIA BERHAD

Assistant Manager, Compensation & Benefits

JUN 2011 – FEB 2012

- Designing, overseeing and implementing a compensation and benefits programs. Monitor salary structures, balance staffing needs with cost controls, and ensure policies, procedures and programs are in alignment with the organization's overall strategic objectives and HR vision.
- Consulting with internal business partners, such as department heads and management, to assess benefits, compensation and compliance needs.
- Conduct research and recommend the insurance plan and health plan for the staff.
- Process overall performance bonus distribution and annual increment for the eligible staff.

PRUDENTIAL BSN TAKAFUL BERHAD

Deputy Manager, Compensation & Benefits

DEC 2010 – APR 2011

- Designing, overseeing and implementing a compensation and benefits programs. Monitor salary structures, balance staffing needs with cost controls, and ensure policies, procedures and programs are in alignment with the organization's overall strategic objectives and HR vision.
- Consulting with internal business partners, such as department heads and management, to assess benefits, compensation and compliance needs.

- Conduct research and recommend the insurance plan and health plan for the staff. Managing payroll activities and ensuring all statutory deductions are properly coordinated.
- Process overall performance bonus distribution and annual increment for the eligible staff.
- Overseeing recruitment, payroll and manpower planning
- Advising the HR Director on the input for the Collective Bargaining and representing the Company for negotiations.

GOODYEAR MALAYSIA BERHAD

Human Resource Manager

JUN 2009 – NOV 2010

Compensation & Benefits

- Co-ordinate, conduct and prepare salary, compensation benefits survey and analysis, apply survey results for the periodic review of salary scales/structure and compensation & benefits programs. Benchmarking on Malaysia MNC latest com & ben trend and packages
- Administrate Com & Ben activities for Malaysia employees & ASEAN/regional assignee.
- Administrate all employee life cycle related letters and documentation such as employment contract (standardize), confirmation letter, promotion / salary adjustment letter, acceptance of resignation letter.
- Manage and monitor the medical and insurance service providers regarding medical and insurance benefits, eligibility and administer of monthly billing. Administrate Insurance claims and insurance policies for all Malaysia employees including looking out for best suitable insurance program

Talent Acquisition

- Develop, plan, implement and monitor the overall performance management system
- Manpower & Staffing
- Develop a good recruitment process and action plan and conduct search of potential candidates to fill in all vacancies in the company.
- Monitoring of all HR planning activities, and periodic reporting of manpower requirements and action plans for management review.

UMW TOYOTA MOTOR SDN BHD

JUN 2006 – JUN 2009

Jan 2008 – Jun 2009 Executive, Human Resources - Compensation & Benefits

Jun 2006 – Dec 2007 Executive, Organisational Development

PECD BERHAD

Executive, Training & Development

DEC 2005 – MAY 2006

ISLAND & PENINSULAR BERHAD

Training Officer

SEP 2003 – OCT 2004

AVAILABILITY

January 2025

REFERENCE

Available upon request