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PROFESSIONAL SUMMARY

Results-driven HR professional with over six years of experience in driving organizational success through strategic HR initiatives. Proven expertise in Learning & Development, Talent Acquisition, Employer Branding, Data Analytics, and Generalist HR Operations. Adept at optimizing HR processes, enhancing employee experience, and aligning HR strategies with business objectives. I am committed to fostering a high-performance culture and developing talent to achieve organizational goals.

SKILLS COMPETENCIES

ISO 14000 & 45001	HR ANALYTICS	EMPLOYER BRANDING	EXPAT MANAGEMENT
HR STRATEGY	LEARNING & DEVELOPMENT	TALENT ACQUISITION	EMPLOYEE RELATION

AWARDS & RECOGNITIONS

- Certification of Achievement, Integrated management System - ISO 14001:2015 (EMS) ISO 45001: 2018 (OSHMS) (2024)
Internal Auditor Training
- Outstanding contributions and commitment splendid achievement, WOWSHOP SDN BHD (2020)

PROFESSIONAL EXPERIENCE

PERCETAKAN NASIONAL MALAYSIA BERHAD JAN 2024 - PRESENT
ASSISTANT MANAGER, HUMAN CAPITAL MANAGEMENT

The position is instrumental in driving organizational success through data-driven insights, nurturing talent, and shaping strategic HR initiatives. By harmonizing in HR Analytics, Learning & Development and Talent Development and Management.

ROLE & RESPONSIBILITIES

HR DATA ANALYTICS

- Led and managed weekly and monthly HR reporting, encompassing HR Operations, Talent Acquisition, Employee Relations, Industrial Relations, and Learning and Development.
- Developed a new reporting template and data visualization dashboard, tracking key metrics such as headcount, productivity cost, Staff Related Cost (SRC), and learning and development performance.
- Implemented an efficient data management system using Excel to streamline reporting processes and ensure data integrity and confidentiality.
- Conducted in-depth data analysis, utilizing statistical tools to extract actionable insights, forecast future HR trends, and inform strategic decision-making.
- Created and oversaw interactive HR dashboards that provided senior leadership with real-time insights into critical HR metrics.
- Produced regular and specialized reports, including HR Dashboard, Turnover, Retention, and Learning & Development reports, to track and communicate HR trends and patterns.
- Implemented ASANA as a project management tool to enhance team collaboration and improve visibility of work in progress.

LEARNING AND DEVELOPMENT

- Developed and executed a comprehensive learning and development strategy aligned with business goals, ensuring it supports organizational growth and success.
- Enhanced the conducted training needs identification (TNI) process to more effectively identify skill gaps and development opportunities across all departments. This data-driven approach enabled targeted interventions.
- Collaborated with subject matter experts and stakeholders to create engaging and interactive learning pathways, programs, and experiences tailored to the specific needs of different business areas.
- Designed, delivered, and evaluated effective training programs, workshops, and talk, both in-person and virtually, to enhance the skills and knowledge.
- Developed and revamped the look of on-boarding slides for new joiners, and initiated engaging activities to support the learning programs and ensure learning objectives are met.
- Utilized data-driven insights to continuously evaluate the effectiveness of learning interventions, leveraging feedback, assessments, and performance metrics to optimize impact and refine content and delivery methods.
- Developed comprehensive weekly and monthly reporting presentations on learning and development, providing insights into progress against targets and budgets, and identifying key action plans for the upcoming month's training pipeline.
- Overseen the learning and development budget (HRDF), ensuring cost-effective use of resources while maintaining program quality and effectiveness.
- Cultivated strong relationships with internal and external partners to enhance the reach and impact of learning initiatives, leveraging external expertise to supplement in-house training programs.
- Ensured that all training activities comply with relevant regulations and standards, maintaining a high level of quality and integrity.
- Implemented a strategic approach for identifying and selecting qualified trainer providers to align with our training needs, ensuring that each training location delivers measurable value to our learners.
- Led the implementation and management of the protégé program and internship programs, supporting government initiatives and ensuring a seamless experience for participants.

HR STRATEGIC/ADHOC PROJECT

- Collaborated with the Head of HR to develop and implement a comprehensive talent management strategy, encompassing succession planning and career development initiatives.
- Designed and executed a tailored talent management program to effectively support succession planning objectives.
- Provided support for performance management initiatives within Group HR projects.
- Worked closely with other departments to organize and facilitate engaging activities and events that fostered employee engagement and collaboration.
- Actively participated in new projects and initiatives that aligned with the organization's human capital and corporate strategies.
- Advised line managers on succession planning and internal mobility decisions, ensuring that these decisions were aligned with talent and skill gaps, development plans, and career pathing objectives.
- Initiated and managed a successful protégé program, providing mentorship and development opportunities for high-potential employees.

SENIOR EXECUTIVE, HUMAN RESOURCES - STRATEGIC & ORGANIZATION EXCELLENCE (SOE)

Transferred to Group Media Prima's new shared services unit. This unit is vital for thriving in a dynamic environment through organizational excellence, building employee capabilities, and enriching the employee experience. Key personnel in executing supports all SOE's Plan.

ROLES & RESPONSIBILITIES

Strategic Planning and Execution: Collaborate with the HR leadership team and other key stakeholders to develop and execute strategic HR plans that align with the overall organizational goals. Act as a key driver in translating business objectives into actionable HR initiatives.

Project Highlight

- *Facilitated the Employee Assistance Program (MPB Fit Tastic) in partnership with Naluri.*

Organizational Excellence: Lead efforts to enhance organizational efficiency and effectiveness. Identify opportunities for process improvements, implement best practices, and develop initiatives to optimize workflows across the organization.

Process Improvements

- *Project coordinator for the Job Description project*
- *Conducted engagement surveys to gauge employee satisfaction rates*
- *Manage HR operations reporting in handling Organization Chart for every subsidiary*

Employee Experience Enrichment: Take ownership of initiatives that focus on enriching the overall employee experience. Work closely with cross-functional teams to create a positive and inclusive workplace culture that fosters employee engagement, satisfaction, and retention.

Project Highlights

- *HR Open Days*
- *Merdeka Parade (National Independence Day Putrajaya 2023)*
- *Coffee Latte Chat Series with Senior Leaders*
- *Launched MPB Fit Wellness and Monthly Pasar Seloka events, boosting employee wellness and community engagement*

Collaboration and Partnerships: Collaborate with other HR business partners, business leaders, and external partners to foster strong working relationships and ensure the successful execution of HR strategies.

Project

- *Employer Awards Recognition Paper Submission (Life At Work Award s- TalentCorp)*

Results-driven Learning and Development with a successful track record of implementing innovative learning practices to foster a culture of knowledge sharing and continuous growth.

ACHIEVEMENTS

- Develop and implement Knowledge Sharing Sessions (KSS) as part of a company's learning practices between departments to create a learning culture in which sharing knowledge is valued and supported by sharing insights and experiences.
- Successfully promoted self-regulated training internally and externally, resulting in 247 completed courses and on average 52% employees engaged in E-Latih.
- Coordinated High Performance Team Bonding for the whole company to meet the company missions, embark on a new vision, and be aligned with the group's business direction.
- Integrated learning and development into employees' Key Performance Indicators (KPIs), with a target of 10% achievement within a year. Achieved 80% increase in man-days for year 2022, recorded 3,264 hours (510 man-days) of training compared to the previous year.

ROLES & RESPONSIBILITIES

- Conducted comprehensive training needs analysis, identifying gaps and aligning learning programs with organizational goals.
- Led process improvement initiatives that enhanced the efficiency of the Learning and Development function by establishing clear learning objectives and outcomes, gathering feedback, standardizing training records, and using Google Classroom to enrich the learning experience.
- Collaborated with the recruitment team to design and deliver effective onboarding sessions, resulting in promoting learning and development culture and employer branding as well.
- Managed the end-to-end application process for HRDF grants, ensuring timely submission and approval of all claims.
- Provided valuable learning and development insights through collaboration with internal stakeholders, resulting in more targeted and impactful training programs.
- Supported group HR learning activities and initiatives, adhering to internal processes and group policies to maintain consistency and compliance.
- Successfully sourced and engaged external training providers to deliver specialized learning interventions, expanding the organization's training offerings.
- Controlled training costs, meeting budget requirements while optimizing the utilization of HRD Corp levy funds, resulting in a 50% cost savings in the learning and development budget.
- Prepared and presented monthly training reports, analyzing individual training hours and identifying areas for continuous improvement, leading to the implementation of targeted training interventions that enhanced employee skills and performance.

EMPLOYEE ENGAGEMENT

- Successfully implemented and led annual engagement initiatives across our three office locations.

Project Highlights

- Community Outreach: Organized and participated in the Wow Care Flood Relief Donation 2021.
- Employee Recognition: Implemented a monthly birthday recognition program to foster a sense of belonging and appreciation.
- Cultural Celebrations: Celebrated Chinese New Year with festive events and an e-card contest.
- Long-Service Recognition: Established the Wow Legends Award to honor employees who have contributed to the company for five years or more.
- Company-Wide Events: Planned and executed a large-scale company anniversary celebration and organized annual Hari Raya Puasa and Hari Raya celebrations.
- Enhanced employee engagement and well-being through a variety of activities, including town hall events, sports activities, and team-building exercises like Secret Santa and New Year wish card exchanges.

SENIOR EXECUTIVE, HUMAN RESOURCES - EMPLOYER BRANDING & TALENT ACQUISITION

Employer Branding personnel with a newly curated portfolio to attract new talents. Responsible for developing and implementing employer branding strategies to attract, engage, and retain top talent for the organisation. Manage the curating of compelling content for LinkedIn postings and the coordination of diverse employer branding programmes, including career fairs, career project pages, and university partnerships, to effectively target and engage with new talents.

EMPLOYER BRANDING**ACHIEVEMENTS**

- Led a strategic LinkedIn campaign resulting in a remarkable 75% increase in page followers within 11 months, growing from 932 to 3,710k followers in 2021 compared to 2020.
- Successfully participated in 5 Career Fairs (FOC) organized by PERKESO, driving a surge in candidate engagement and attracting a diverse pool of new talents. Transformed career fair booths into interactive spaces with digital screens showcasing employee work life, company journey videos, and engaging Q&A sessions.
- Introduced an impactful business on-boarding kit for newcomers, enhancing their journey and experience with essential materials like notebooks, pens, t-shirts, and a compelling Wow DNA booklet highlighting the organization's vision, mission, and culture.
- Collaborated with the Head of Human Resources to revamp the company's Employer Value Proposition (EVP), crafting a fresh and authentic representation of the organization's culture and values.
- Orchestrated the employer branding strategy, overseeing the look and feel of the LinkedIn page, career page, and career fair materials, ensuring consistent branding both internally and externally.
- Spearheaded the creation of the company career page on the website, aligning it with the newly defined EVP. Collaborated with IT, Marketing, and Talent Acquisition personnel to design a visually appealing and user-friendly platform.

ROLE & RESPONSIBILITIES

- Develop and maintain the employer brand identity, ensuring it aligns with the company's values, culture, and mission. Integrate Wowshop brand strategies into all recruitment and networking activities, including but not limited to collateral and promotional materials, communications, and presentation decks.
- Create engaging and compelling written content for internal and external activities to showcase the company's culture, work environment, and employee stories. Manage LinkedIn content posting for all internal and external engagement activities to keep them updated.
- Enhance the candidate experience throughout the recruitment process, from job postings to onboarding, to improve our reputation among potential employees.
- Manage and expand our presence on various social media platforms, leveraging them as tools for employer branding and recruitment.
- Plan and execute targeted employer branding campaigns to attract diverse talent and cultivate a positive employer brand image.
- Establish partnerships with educational institutions, industry organizations, and participate in relevant events and career fairs to promote our employer brand.

TALENT ACQUISITIONS

- Successfully manage the entire recruitment process, from job posting to onboarding, ensuring seamless candidate experiences and efficient hiring.
- Collaborate with the Manager of Talent Acquisition to oversee the talent pipeline, providing regular updates to internal stakeholders on candidate progress and status. Focus exclusively on executive-level positions and support teams.
- Contribute to the development of recruitment plans and annual HR strategies, aligning talent acquisition efforts with business objectives. Proactively update and maintain the organization chart to reflect the evolving workforce needs.

- Establish strong relationships with hiring managers to deeply understand their requirements, ensuring a clear alignment of candidate qualities, skills, and experience with the organizational needs. Focus more on the executive levels.
- Collaborate with the Learning & Development team to deliver effective onboarding sessions, fostering a positive and seamless integration of new employees into the organization.
- Manage the LinkedIn account, strategically leveraging job postings and utilizing LinkedIn InMail to connect with qualified candidates, maximizing the platform's potential within limited monthly job postings.
- Continuously enhance the content of job descriptions for internal job postings and job advertisements, effectively communicating the opportunities and attracting the best-fit candidates.
- Develop monthly LinkedIn reports to oversee posting utilization and engagement. Created a new recruitment checklist to streamline the hiring process.

ADHOC ROLE

SECRETARY TO CHIEF OPERATING OFFICER

- Efficiently managed daily administrative tasks and scheduling for the Chief Operating Officer (COO), ensuring all appointments and meetings were well-organized.
- Acted as a liaison between the COO and internal/external stakeholders, maintaining a high level of professionalism and confidentiality.
- Managed confidential information and sensitive documents with the utmost discretion.
- Responded promptly to email correspondence and inquiries on behalf of the COO, ensuring clear and concise communication.
- Prioritized and managed multiple tasks simultaneously, ensuring all deadlines were met.

WOWSHOP SDN BHD (TV HOME SHOPPING RETAIL COMMERCE)

EXECUTIVE, HUMAN RESOURCES GENERALIST

MAY 2018 - DEC 2020

Diligent HR Operations Specialist with a focus on delivering high-quality HR services to both employees and internal stakeholders. Committed to upholding the business's policies, procedures, and legal requirements while executing operational HR functions effectively. Adept at ensuring seamless HR operations that contribute to a positive workplace environment and support organizational goals.

ROLES & RESPONSIBILITIES

- Provided comprehensive HR support, covering organizational, individual, and administrative tasks. Executed end-to-end HR operations, including monthly headcount reporting, staff movements, transfers, annual leave management, and claims processing.
- Managed a variety of HR documents, including employment letters, contract agreements, resignation letters, confirmation letters, benefit letters, and extension/renewal contracts.
- Assisted in payroll preparation by providing relevant data, including expatriate salary details, absences, allowances, and leave records.
- Addressed employment and welfare issues raised by employees, cultivating a positive work environment.
- Provided valuable guidance and support to managers and employees on HR matters, including staffing, compensation, HR policies, and performance management, and ensured compliance with local labor laws and regulations.
- Educated line managers and employees on policy/system changes, gathered their feedback, and drove best practice communication across functions.
- Managed attendance, leave, insurance, medical schemes, training bonds, and employee records.
- Coordinated exit interviews and ensured the completion of exit clearance procedures.
- Developed and implemented new HR operations processes, including an email template for resignation cases, an internal management database system, a new medical guideline for employees, and a claims process for the Ramcoes system.

DATABASE MANAGEMENT

- Oversee employee personal data within the HRIS system (Ramcoes), ensuring records are consistently accurate and up-to-date.
- Implement updates to the database management system to account for new hires, resignations, staff movements, and other changes.
- Maintain and meticulously organize employee personnel files, ensuring that the filing system remains current, efficient, and accessible.
- Administer internal databases using Excel, focusing on precise and efficient data entry, updating, and maintenance.

EXPAT MANAGEMENT

- Efficiently managed the end-to-end annual renewal process for expatriate employment passes and special passes, with a thorough understanding of MYEXPAT procedures.
- Provided comprehensive support for expatriate benefits, including housing tenancy and child education fees.
- Successfully led the complete employment pass renewal process.
- Handled expatriate tax clearance procedures prior to their departure from Malaysia and settlement.
- Educated expatriates on Employment Pass (EP) regulations, tax regulations, and legal requirements.

STRATEGIC PLANNING

- Partnered with the HR Management team to effectively implement and manage HR operational and strategic plans for key programs.
- Spearheaded improvements to existing procedures, aligning them with organizational HR policies, resulting in enhanced efficiency and effectiveness.
- Provided support for Group HR initiatives and projects, contributing to their successful execution.

EDUCATIONAL BACKGROUND

UNIVERSITI TEKNOLOGI MARA (UiTM) – SHAH ALAM

(2020 - 2022)

Graduate Master in Business Administration (MBA Executive)

Faculty of Business and Management

UNIVERSITI TEKNOLOGI MARA (UiTM) – PUNCAK ALAM

(2015 - 2019)

Graduate Bachelor in Event Management (HONS) CGPA 3.50 Faculty of Business and Management

UNIVERSITI TEKNOLOGI MARA (UiTM) – ALOR GAJAH MELAKA

(2012 - 2014)

Graduate Diploma in Communication and Media CGPA 3.52 Faculty of Communication and Media Studies