

WAN NATRAH WAN MOHAMAD YUSOFF

ANN NATRAH

HUMAN RESOURCES PROFESSIONAL



CONTACT

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SUMMARY

A determined, trustworthy, and logical HR personnel who demonstrates extensive experience pioneering and implementing innovative/effective HR solutions that meet business objectives. Committed to delivering quality performance every time, combined with outstanding leadership and communication skills acquired over 12 years in management roles. HR expertise spans a range of industries, including poultry components, TV media commerce, e-commerce, IT solutions, logistics and fast-moving consumer goods (FMCG).








EDUCATION

- IMU, MALAYSIA**
Pathology
2002 - 2006
- USM**
Social Psychology
2020 - 2023

CERTIFICATION

- HR GENERALIST**
AIHR ACADEMY
2021-2023
- ORGANIZATIONAL DEVELOPMENT**
AIHR
2023

WORKING EXPERIENCE

- MANAGER, HR**
 Lapasar Sdn Bhd | June 2023 - Present
- ASSISTANT VICE PRESIDENT**
 AirMarine Sdn Bhd | Apr 2023 - May 2024
- LEARNING AND DEVELOPMENT SPECIALIST**
 Fujitsu Solutions | Nov 2021 - Apr 2022
- SENIOR HUMAN RESOURCES PARTNERS**
 Wowshop Sdn Bhd | Jan 2019 - Nov 2021
- ASSOCIATE PEOPLE BUSINESS PARTNER**
 Lazada Group | Dec 2016 - Jan 2019
- SENIOR HUMAN RESOURCES EXECUTIVE**
 BD Agriculture Malaysia | Dec 2010 - Jul 2014
- SECRETARY TO MANAGING DIRECTOR**
 a.hartrodt (M) Sdn Bhd | Jun 2008 - Jan 2010

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LATEST EXPERIENCE SUMMARY

MANAGER, HR



Lapasar Sdn Bhd | June 2023 - Present

- Managing the full spectrum (end to end) of the Business Units in HR Ops (Payroll, Trainings, Recruitment, Change Management, Organisation Development)
- Managed all areas of staffing, benefits, scheduling, employee relations, and performance management.
- Lead Talent Management department which includes talent acquisition, retention, and development.
- This includes managing performance, employee engagement, leadership development, succession planning, and diversity and inclusion initiatives.
- Developing strategies, policies, and programs aligned with the Company's business goals and objectives.
- Identifying, developing, and retaining high-performing employees.
- Manage Employee Performance including performance management process of goal setting, performing evaluations, providing individual feedback, and coaching.
- Develop and deliver training and development programs to enhance the skills and capabilities of the workforce, including leadership development programs to identify and develop high-potential employees for future leadership roles.
- Leading employee engagement programs, employee relations, and industrial relations, and advising on Employment Law, compliance, disciplinary and grievance issues, redundancies, etc.
- Effectively manage special projects assigned in the HR area in line with the project deliverables and manage all stakeholders to ensure project deliverables are communicated effectively.
- Leading the Business Units in HR Ops Managed all areas of staffing, benefits, scheduling, employee relations, and performance management.

SKILLS

Talent Acquisition | Employer-Employee Relationship Management | Talent Management | Organization Development | Learning & Development | Industrial Relations | Effective Communication | Employee Engagement | Performance & Salary Reviews | Employee Benefits | Acquisitions & Mergers | Payroll Operations | Process Improvement

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EXPERIENCE SUMMARY

ASSISTANT VICE PRESIDENT (CONSULTANCY BASED)



AirMarine Sdn Bhd | Apr 2023 - May 2024

- Partner closely with senior stakeholders across functions to define & lead strategic initiatives that can support the achievement of business goals.
- Lead the execution of HR programs and practices related to performance management, compensation, workforce planning/management, and talent management.
- Work with functional HR teams to drive HR operational excellence, adopt data-driven decision-making, and implement best practices.
- Be a strategic advisor and partner with businesses on all people-related matters. Align people initiatives and design programs in line with the business objectives, promoting a high-performance culture, and an engaged workforce to support organizational goals.
- Engage with the business leadership to understand business and group priorities to develop the HR AOP for the organization.
- Develop and plan the key initiatives to address the priorities in the AOP along with the budget
- Review and recalibrate organization design, role, spans of control and reporting aligned with business strategy.
- Initiate and implement innovative Team building and collaborative initiatives that helped improve the Organizational Development Index.

SKILLS

Talent Management • Communication • Human Resources (HR) • Microsoft Excel • Business Development • Operations Management • Employee Learning & Development • Senior Professional in Human Resources (SPHR) • Onboarding • Payroll • Personal Development • Analytical Skills • Industrial Relations • Recruiting

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EXPERIENCE SUMMARY

LEARNING AND DEVELOPMENT SPECIALIST

 Fujitsu Solutions | Nov 2021 - Apr 2022

- Conduct thorough needs assessments to identify knowledge and skills gaps within the organization thru CBMS
- Collaborate with various departments and stakeholders to gather input and insights regarding training needs
- Develop engaging and effective learning materials, including eLearning modules, instructor-led training, virtual sessions, and multimedia presentations
- Facilitate training sessions and workshops, either in-person or virtually, ensuring an engaging and impactful learning experience for participants
- Adapt delivery methods and content based on the audience, training objectives, and feedback to maximize training effectiveness
- Establish metrics and evaluation methods to assess the impact and effectiveness of training programs
- Analyze training data and feedback to make data-driven recommendations for continuous improvement
- Partner with subject matter experts to gather and verify training content, ensuring accuracy and relevance
- Oversee the organization's learning management system, ensuring proper functionality, accessibility, and user support
- Manage course catalog, enrollments, and reporting within the LMS

SKILLS

Talent Management · Human Resources · Customer Experience · Communication · Human Resources (HR) · Employee Training · Office Administration · P&L Management · L&D · Senior Professional in Human Resources (SPHR) · Onboarding · Public Relations · Personal Development · Analytical Skills

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EXPERIENCE SUMMARY

SENIOR HUMAN RESOURCES PARTNERS



Wowshop Sdn Bhd | Jan 2019 - Nov 2021

- Create and execute learning strategies and programs
- Evaluate individual and organizational development needs
- Implement various learning methods companywide (e.g. coaching, job-shadowing, online training)
- Design and deliver e-learning courses, workshops, and other pieces of training
- Assess the success of development plans and help employees make the most of learning opportunities
- Help managers develop their team members through career pathing
- Track budgets and negotiate contracts
- Hire and oversee training and L&D Specialists

Sr. Recruitment & Benefit Management

- To strive for 100% perfection in any venture undertaken and thereby maintain the standard while discharging the duties and responsibilities assigned.
- Responsible for the end-to-end recruitment process with a key focus on proactive sourcing by understanding the business needs.
- Competent in developing HR Policies & Procedures, Employee Engagement & Benefits.

SKILLS

Talent Management · Human Resources · Customer Experience · Performance Management · Communication · Human Resources (HR) · Employer Branding · Employee Training · HR Policies · Office Administration · Employee Engagement · P&L Management · L&D · Employee Learning & Development · Onboarding · Personal Development · Analytical Skills · Interpersonal Skills

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EXPERIENCE SUMMARY

ASSOCIATE PEOPLE BUSINESS PARTNER



Lazada Group

| Dec 2016 - Jan 2019

- Oversee all human resources operations and ensure it's aligned with business goals.
- Communicate with the board of directors and with senior managers to express new ideas and suggest solutions, considering budget limitations and our company culture.
- Consult with the regional management and provide daily HR guidance.
- Analyze trends and metrics with the HR department for monthly HR Dashboard on attrition rates, turnover rates, and growth rates.
- Resolve complex employee relations issues and address grievances.
- Work closely with management and employees to improve work relationships, build morale, and increase productivity and retention.
- Provide HR policy guidance.
- Monitor and report on workforce and succession planning
- Identify training needs for teams and individuals
- Evaluate training programs
- Design and implement overall recruiting strategy for mass hiring.
- Develop and update job descriptions and job specifications
- Assist in the mass hiring process by sourcing, screening and shortlisting, and interviewing candidates
- Perform background checks, investigate references, and assess candidates' competencies to determine whether they are a good fit for the role
- Handle communications with a wide variety of agencies
- Develop and implement effective recruitment strategies to draw in a large number of qualified candidates

SKILLS

Talent Management · Human Resources · Customer Experience · Performance Management · Communication · Human Resources (HR) · Employer Branding · Employee Training · HR Policies · Office Administration · Employee Engagement · P&L Management · L&D · Employee Learning & Development · Onboarding · Personal Development · Analytical Skills · Interpersonal Skills

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EXPERIENCE SUMMARY

SENIOR HUMAN RESOURCES EXECUTIVE



BD Agriculture
Malaysia

| Dec 2010 - Jul 2014

- Support workforce planning with accurate data, analytics and presentations for decision-making.
- Investigate and understand current work processes to support the design/changes of the organisation. structures
- Implement culture change (team and individual) to improve productivity and organization effectiveness for change to happen and be sustained at all levels.
- Manage cross-functional projects related to people or organisations in partnership with multiple stakeholders.
- Engage closely and regularly with employees of all levels especially at the semi-factory to enhance working relationships, engagement, and retention.
- Support the identification, engagement, development, and succession of high-potential talents with accurate data and analytics.
- Communicate, advise, and coach employees regarding HR policies, guidelines, processes, and initiatives i.e. onboarding, development plans, performance, transfers, retirements & exits, employee wellbeing, employee benefits, disciplinary, and grievances.
- Monitor, analyze, and prepare reports of Key Performance Indicators for workforce efficiency and effectiveness.
- Research HR practices internally across Big Dutchman globally and externally across multiple industries in the country to provide input for improvement and decision-making.
- Facilitate collaboration across HR to develop holistic solutions that bring positive impact to the workplace and workforce.
- Support the delivery and integration of development solutions into the workplace practice.
- Handling end-to-end the Immigration and Ministry of Home Affairs processes for expatriate
- Handling travel desk inquiries
- .Responsible for company functions, events, festival or celebration activities.

SKILLS

Talent Management • Human Resources • Communication • Human Resources (HR) • HR Policies • Office Administration • Employee Engagement • P&L Management • L&D • Onboarding • Personal Development • Analytical Skills • Interpersonal Skills

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EXPERIENCE SUMMARY

SECRETARY TO MANAGING DIRECTOR



a.hartrodt (M) Sdn | Jun 2008 - Jan 2010
Bhd

- Answering phones and directing the calls to the correct people
- Greeting visitors and directing them to the appropriate place
- Managing multiple or complex calendars for meetings, travel, and personal commitments
- Making travel arrangements for in-office professionals and special visitors
- Sitting in on meetings to take minutes
- Creating memos, reports, and agendas as needed
- Negotiating with suppliers and vendors to gather quotes, order supplies and maintain office inventory
- Preparing financial statements, invoices, letters, and statements
- Disseminating memos, reports, and other information to relevant colleagues
- Handle confidential documents ensuring they remain secure Including managing the full cycle of payroll management for 132 employees.
- Monitor office supplies and negotiate terms with suppliers to ensure the most cost-effective orders
- Maintain electronic and paper records ensuring information was organized and easily accessible
- Conduct research and prepare presentations or reports as assigned
- Act as 'follow-up Manager' across the Board and Senior Leadership Team to ensure that a wide range of agreed actions are being executed
- Attend Senior Leadership Team meetings, off-site quarterly days, and other strategic meetings to take notes and action points
- Manage ISO, H&S, and MOT systems including annual audits and accreditations
- Analyze and report on logistics sales performance metrics for the Managing Director.

SKILLS

Good communication | Customer service | Relationship-building | Teamworking skills | Organization and time management skills | Attention to detail | Negotiation skills | Assertiveness | Flexibility | Tact, discretion, and diplomacy | Proactive | Microsoft Office) | HRIS

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TO WHOM IT MAY CONCERN

I am writing to express my enthusiasm for the **Human Resources Manager** position at your organization. With over a decade of HR experience, I have honed my skills in fostering employee relations, developing strategic HR initiatives, and leading organizational change. The prospect of bringing my expertise to a company renowned for its innovative approach and commitment to employee development is incredibly exciting to me.

Throughout my career, I have consistently demonstrated my ability to build and lead teams that support and achieve business objectives. At my current position with **Lapasar Sdn Bhd**, I spearheaded a company-wide cultural transformation that resulted in a 60% increase in employee satisfaction and a significant reduction in turnover rates. My strategic outlook on talent acquisition and retention, coupled with a hands-on approach to conflict resolution and compliance, has enabled me to contribute substantially to the bottom line.

What particularly attracts me to the role offered is the dedication to creating a diverse and inclusive work environment. I share your belief that diversity is not just a metric to strive for, but a strategic imperative that drives innovation and business success. In my previous role, I led the development of a diversity and inclusion program that was recognized by the industry for its impact and effectiveness. I am eager to bring this passion and experience to your organization, to further enrich your workplace culture and empower every employee to reach their full potential.

In addition to my strategic HR leadership, I bring a strong proficiency in HRIS systems and data-driven decision-making. My ability to analyze workforce metrics has been instrumental in developing targeted training programs, **improving performance management systems, and enhancing employee engagement strategies**. I am confident that my proactive approach to leveraging technology for HR solutions will align well with your forward-thinking ethos.

I am excited about the opportunity to contribute to your organization's continued success and to be part of a team that values innovation, integrity, and collaboration. I am looking forward to the possibility of discussing how my background, skills, and enthusiasm can be in sync with the strategic goals of your esteemed company. Please find my resume attached for your consideration.

Thank you for taking the time to review my application. I am hopeful for the opportunity to further discuss how I can contribute to the dynamic team at your organization.

Sincerely,

