

# GORDON KWONG

## Recruiter



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<https://www.linkedin.com/in/gordonkwong/>



37 years old



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A passionate recruiter specialized in retail industry ready for a career move and eager to take on new challenges at work.

## WORK EXPERIENCE

**Mar'22 - Present** Manager, Talent Acquisition & Employer Branding  
Big Caring Group (Big Pharmacy & CARiNG Pharmacy)



Big Caring Group is the largest community pharmacy chain in Malaysia with over 600 outlets across Malaysia. Big Pharmacy acquired CARiNG Pharmacy in December 2023 and form the largest community pharmacy chain in Malaysia.

- 3 core responsibilities as TA & EB manager:
  - Talent Acquisition
  - Employer Branding
  - Foreign Workers Management
- End to end recruitment for Big Pharmacy, CARiNG Pharmacy and Private & Confidential Companies (Pharmaceutical), from manpower requisition to onboarding.
- Responsible for Headquarter, Distribution Centre/ Warehouse and Foreign Workers recruitment.
- Managing multiple job boards (LinkedIn, Jobstreet, indeed) to leverage the advantages of different channels.
- Manage and monitor annual recruitment budgeting.
- Employer Branding activities, spearheaded initiatives to enhance brand presence and talent engagement.
  - MoU with Universities
  - Big Pharmacy Scholarship
  - Career fairs
  - Career talks
  - University sponsorship (Book Prize)
  - Best Students Achiever sponsorship
  - Campus Recruitment
- Oversee foreign workers quota application, renewal, Hostel 446 compliance and permit renewal.

### Achievement:

- Launch Big Pharmacy Scholarship from scratch <<https://bigpharmacy.com.my/corporate/scholarship>>
- Spearhead the employer branding for Big Caring Group, signed MoU with University Malaya, University Kebangsaan Malaysia, Management and Science University, University of Cyberjaya, etc
- Consistently conducted more than 10 career event and activities annually.



*Oct 2019 – Feb 2022*     **Manager, Manpower Planning & Recruitment**  
*Jun 2019 – Sept 2019*   **Assistant Manager, Manpower Planning & Recruitment**  
*Apr 2018 – May 2019*   **Senior Executive, Recruitment**  
*May 2017 – Mar 2018*   **Executive, Recruitment**

Courts is one of the leading Furniture and Electronics retailer in Malaysia. After the acquisition of Nojima Corporation, a leading Electronics retailer in Japan, Nojima is now Courts Asia largest shareholder in Singapore 2019.

- End to end recruitment for Courts Malaysia and Courts Solution.
- Fulfilling Support Centre (Headquarter), Credit Solution (Financial Services) and Retail Operations (Showrooms) manpower needs.
  - All levels of manpower, from showroom retail staff to HQ senior manager.
  - Working with recruitment agencies and staffing services to recruit/ outsource niche position.
- Managing multiple job boards (LinkedIn, Jobstreet, Ajobthing) to leverage the advantages of different channels.
- Annual recruitment budgeting, weekly manpower analysis (Excel).
- Manage information include database of potential hires, tracking costs, manpower and records related to recruitment activities and preparing relevant periodic reports for relevant parties.
- Courts Malaysia Employer branding. Employee engagement activities.

**Achievement:**

- Lead the implementation of new Career Page project includes video shooting and editing.  
<<https://www.courts.com.my/careers>>
- Project Manager for Graduate Associate Program (Management Trainee Programme)
- Setting up online application form and documentation at zero cost.
- Project Manager for new Time Attendance System 2021
- Lead Wellness Programme such as Monthly Fruits Day, AIA Vitality, Wellness Day, Badminton Day.



- End to end recruitment, from retail operations to HQ vacancies. Involve in manpower related matter for subsidiary business whenever required.
- Lead mass recruitment activities (HQ and outstation across Malaysia).
- Conduct career fair (Jobstreet, JobsCentral and University).
- Managing job boards; Interview; Prepare offer letter; Job description; Orientation for new joiner; Coaching interns; University engagement; Exit interview, etc.
- HR system data entry for recruitment purpose (Timesoft).
- Tracking report (Monthly recruitment report & Manpower fulfillment weekly tracking report). And review manpower target for 128 showrooms by monthly.
- Take necessary action to tackle manpower shortage issue such as conduct recruitment activities to ensure all vacancies are fulfilled.
- Collaborate with area manager on manpower planning to cater nationwide recruitment needs.
- Handle ad hoc project and etc.

**Achievement:**

- Nominated twice as Senheng Super Executive Q4 2016 and Q1 2017.
- 3 consecutive Winner in Senheng Wellness programme.
- Presented 4 times in Senheng morning sharing (Tedtalk).
- 3 times voted as top 4 presenter with 1 time record breaker (122 of 125 voter).
- Project Manager for Senheng Franchise Academy I (February 2015) and Senheng Franchise Academy II (August 2016)



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## EDUCATION

- 2014 University of Greenwich  
Under Collaboration with SEGi College  
Bachelor of Arts, Business Management
- 2011 Tunku Abdul Rahman College (TARC)  
Diploma in Business Studies, Finance & Investment
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## OTHER EXPERIENCE

### Toastmasters Club Officer

- 2024 - 2025 Immediate Past President
  - 2023 - 2024 President
  - 2022 - 2024 Vice President Membership
  - 2021 - 2022 Vice President Public Relations
  - 2020 - 2021 Secretary
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## SKILLS

Proven experience in talent acquisition, employer branding, project management, video production, etc.

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## LANGUAGES

English, Malay, Mandarin, Cantonese

## Campus Recruitment





Big Scholarship website <<https://bigpharmacy.com.my/corporate/scholarship>>



## Employer Branding Activities





Career Site: <https://www.courts.com.my/careers>

The screenshot displays the COURTS Careers website. At the top, a navigation bar includes the COURTS Careers logo, links for 'About Us', 'Opportunities', and 'Life at COURTS', and a 'Search Jobs' button. Below the navigation bar is a large banner featuring a collage of employee photos and the COURTS Careers logo with a 'JOIN US!' button. The main content area is divided into two columns. The left column features three employee testimonials, each with a circular profile picture, a quote, the employee's name and title, and a 'Watch now' button. The right column features two more testimonials in a similar format. Below the testimonials, a section titled 'Hear My Story' contains a video player showing a man speaking, with the title 'My Journey With COURTS - Sam Chee Foo' and a 'Watch on YouTube' link. At the bottom, a 'Life at COURTS' section is partially visible. The website has a clean, professional design with a yellow and blue color scheme.

**COURTS Careers**

About Us Opportunities Life at COURTS Search Jobs

**COURTS Careers**

JOIN US!

**Ahmad Shapudin**  
Associate - Sales  
Watch now

**Sam Chee Foo**  
Head - E-Commerce, Credit Marketing, EW & Services (Currently Deputy Director - Supply Chain, Solutions & E-Commerce)  
Watch now

**Mogan Thamli**  
Executive - General Affairs  
Watch now

**Gordon Kwong**  
Senior - Manpower Planning & Recruitment

**Hear My Story**

My Journey With COURTS - Sam Chee Foo

Watch on YouTube

**Life at COURTS**