


CURRICULUM VITAE

PERSONAL DETAILS

Name	Juffri bin Matasin	
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Email Add	juffri.matin@gmail.com	
Sex	Male	
Interest	Running and Swimming	
Marital Status	Married (with 2 kids)	

PROFESSIONAL EXPERIENCES

Position : HR Business Partner

Duration : January 2021 – Current

Company : TV3 (Sistem Televisyen Malaysia Berhad / Media Prima Berhad)

Accountabilities

- Strategize, plan and drive HR strategies, activities and initiatives through strong relationship with all departments by providing HR guidance and also to understand their requirements and challenges towards achieving their goals.
- Provide advice and guidance on HR integrated solutions and services (talent sourcing, talent engagement and talent development), performance management (PMS), HR policies, compensation/benefits, and employee relations/IR relations related matters.
- Facilitate the annual budget planning cycle which covers manpower planning/ recruitment, staff cost i.e salary/allowance/OT, HR programs i.e staff engagement events, training/development, internship and recruitment fair.
- Facilitate the identification of development needs and interventions/ programs with Head of Departments/Head of Units (in collaboration with HR Development Department) to close gaps in Functional and Leadership competencies identified during assessment and/or yearly performance reviews for respective departments.
- Facilitate and partner with the respective Head of Units on staff career management and the identification of staff for promotion and mobility.
- Lead and facilitate all HR engagement activities and other strategic initiatives with respective HODs/HOUs.
- Collaborate with HRBP's across Media Prima Group in building sustainable leadership pipeline for critical roles and facilitating the implementation of appropriate training, development, and mobility for talent pool (for succession planning).
- Facilitate organizational change initiatives by communicating effectively with employees and addressing concerns
- Analyze HR data and metrics to identify trends, measure the effectiveness of HR programs, and provide insights for better decision-making.

Position : Executive Search Consultant
Duration : June 2020 – December 2020
Reason for leaving: Freelance Consultant

Accountabilities

- Providing recruitment service for MNC companies based in Penang

Position : Senior Recruitment Specialist (HR Operations, Human Resources Department)
Duration : April 2014 – November 2019 (5 years)
Company : MISC Bhd
Reason for leaving: Took a career break

Accountabilities

- Lead the full spectrum of recruitment process i.e job posting, shortlisting, phone screening, arrangement of interview, background check, salary negotiation, job offer, onboarding and etc
- Lead discussion with Hiring Managers / Stakeholders, HR Business Partners, IT Personnel, Vendors / Head Hunters and HR Services team.
- Lead and drive internship program, graduate recruitment and career fair in local / private universities.
- Recruiter-In-charge (independently) for 5 divisions: IT (technical and non technical), Finance, HR, Corporate Communications and LNG (technical) – for all level of positions.
- Collaborate closely with HR Services Unit for yearly salary benchmarking exercise, staff movement / succession planning.
- Works closely with hiring managers on all vacant positions to understand their requirements/expectations of the qualities/skills/experience for the ideal candidates.
- Lead onboarding session (employee orientation) with new joiners.
- Provide continuous coaching to hiring managers on the recruitment process i.e Behavioral Event Interview (BEI) , behavioral assessment (i.e Cubiks) and competency based methodology.
- Collaborate with all divisions for manpower planning and sourcing strategies.

Achivements

- Closed and hired Head of Group Corporate Communications position in just 2 months time (this position has been vacant for more than 6 months before I took over the hiring process.)
- 60% positions closed in less than 45 days (calculated from the first day of the request until offer letter issued out.)
- Successfully managed salary negotiation by achieving 10% to 25% reduction from candidate's asking pay in 70% of hired population.
- Successfully influenced HR Operations team to include timely and humanely response in all recruitment communications' SOPs (hiring companies, agents, candidates, hiring managers and HRBPs.)
- Received numerous positive feedbacks by internal stakeholder (HR Business Partner), hiring manager as well as external stakeholders (eg: candidate hired) in terms of timeliness, transparency and thoroughness.
- Revamped onboarding presentation slides to be more engaging in terms of new hires' expectation and interaction which include pictorial guide of useful places (eg: recommended food outlets/parking facilities etc.)
- Revamped MISC's career link in corporate website to be more user friendly by differentiating shore hires and sea hires.
- Revamped and improved on all recruitment forms i.e application form, assessment form, HR services form and etc.

Position : Senior Executive Employee Relations / Industrial Relations (Talent Engagement - Human Resources Management)

Duration : Nov 2011 – March 2014 (3 years)

Company : MISC Bhd

Accountabilities

- Key person to plan, manage and executed MISC's employee engagement events.
- Focal point for Performance Improvement Plan (PIP) process for under performer employees and Industrial Relations case for MISC Berhad (600++ employees) and subsidiaries (600++ employees.)

Achivements

- Single handedly planned, organized and executed the followings:
 - a) MISC Retirement & Long Service Awards (2012, 2013 & 2014)
 - b) MISC Education & Excellence Awards (2012, 2013 & 2014)
 - c) Majlis Berbuka Puasa (2013 & 2014)
 - d) Majlis Hari Raya, CNY and Deepavali (2012, 2013 & 2014)
- MISC's focal person for Petronas Organization Culture Survey (2012)
- HRM's focal person for Petronas Cultural Beliefs (2017)
- Coordinated, planned and managed 3 PIP sessions (average of 10 – 12 under performer employees yearly).
- Coordinated, planned and involved in all IR cases for MISC Berhad (minute taker) and participate in IR cases for subsidiaries.

Position : Senior Executive Brand Strategy and Reputation (Group Corporate Affairs)

Duration : September 2008 – Nov 2011

Company : MISC Bhd

Accountabilities

- To plan, monitor and execute all MISC's brand communications' activities within the Group to create a strong brand culture aligned to MISC's brand values. Integrate and communicate all guidelines and practices group wide to create a culture and ensure brand consistency in applications to ensure conformance in line with the set brand guidelines.

Achivements

- Implemented and launched MISC Brand Manual
- **Drive Navigate Your Career Program (for local / private universities) – yearly program – to improve on employer branding**
- MISC's focal person for MISC Brand Audit
- Participated in ALAM Brand Repositioning
- Launched MISC Power Point Tool Kit
- Implemented Welcome Partner Tool Kit (Sea & Shore employees)
- Implemented of "We Care" Project – Sea employees
- Managed and organized MISC 40th Anniversary Celebration
- Single handedly planned and executed MISC Family Day 2010

Position : Executive Service Level Management (ICT)

Duration : November 2006 – September 2008

Company : MISC Bhd

Accountabilities

- To evaluate and monitor ICT 's vendor performance in compliance with the standard service level agreement in order to ensure minimum disruption of ICT services, high quality and reliable services in line with corporate ICT policy/procedures.

Achivements

- Planned, prepared and completed MISC's ICT Budget Planning for FY2017 and FY2018.
- Actively participated in MISC's Disaster Recovery Plan tender process.
- Completed back charging ICT cost to Petronas (RM50K++)

Position : Project Management Executive (eBusiness)

Duration : 2002 - 2006

Company : Ambank Berhad

Reason for Leaving: Career advancement

Accountabilities

- Responsible in formulating business plan, proposal and recommendation on approaches and obtaining management approval for strategic initiatives and projects in supporting electronic channels such as Internet Banking / Website, SMS Alerts and Mobile Banking.

Achivement

- Implemented and launched Mobile Banking project.

Position : Business Analyst

Duration : 2002 - 2002

Company : TIMEDOTCOM BERHAD

Reason for Leaving: Career progression

Accountabilities

- To provide professional and efficient services to TIME's customer base and ensure all communications between the organization and customers via the TIME dotCom website and other email correspondence are handled within the required level of service.
- To provide input to the development of TIMEServe systems in association with IT division, primarily from the perspective of system specifications and functionality.

Achivement

- Actively participated in Time's new customer service system (for inbound and outbound call).

Position : Office Automation Officer (Information Services)

Duration : 1997 - 2002

Company : AmMERCHANT BANK BERHAD

Accountabilities

- To support, maintain and propose relevant enhancement for document management system and imaging system (OPTIKA) to ensure minimum downtime / system distrupction for users (internal employees.)

EDUCATIONAL BACKGROUND

1994 - 1997	UNIVERSITI KEBANGSAAN MALAYSIA – Bangi, Malaysia Bachelor of Information Technology – (Information Science)
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REFERRALS: WILL BE PROVIDED UPON REQUEST

(I authorize your handling of my personal details as per “The Malaysian Law Personal Data Protection Act 2010 (PDPA 2010))