

Prianka Jothi Ganes

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Brickfields, Kuala Lumpur



PROFESSIONAL EXPERIENCE

BDO in Malaysia

Assistant Manager, Talent Recruitment

Oct 2023 - Present

Talent Recruitment Team Lead

Jan 2023 - Sept 2023

Talent Recruitment Executive

July 2021 - Dec 2022

Talent Recruitment

- Lead a team of two in creating and implementing recruitment strategies to attract and recruit top talents.
- Manage career fairs, office visits, and workshops, driving up to 42% of graduate applications through these efforts and hiring up to 250 graduates and interns in a year.
- Collaborated with department leaders and hiring managers to identify key hiring needs and align recruitment strategies with business objectives.
- Developed talent pipelines for critical roles, leveraging data and sourcing strategies to support hiring needs.
- Sourced experienced talents through job boards and facilitate the interview arrangement process
- Cultivate strong relationships with university partners, student organizations, and professional bodies to enhance recruitment strategies and attract top talent.
- Developed and implemented a targeted program for high-performing university students, encompassing top students, student ambassadors, and conditional offer recipients, achieving a 33% conversion rate into full time and internship hires.
- Oversee and manage the recruitment budget, ensuring cost-effective strategies while maintaining high-quality hiring outcomes.
- **Achievements:**
 - ***Awarded bronze for Best Campus Recruitment Strategy at the 2024 Employee Experience Awards hosted by HR Online.***
 - ***Increased hiring of graduates from tier 1 universities by 50% in the year 2024***

Employer Branding

- Lead employer branding initiatives, including crafting brand stories, producing testimonials, and showcasing company culture across social media platforms, to attract top talent and strengthen BDO's reputation as an employer of choice.
- Consistently review social media analytics to refine recruitment marketing strategies and ensure they effectively reach and engage the right audience.
- Successfully led employer branding initiatives that achieved 2024 social media growth targets, increasing LinkedIn followers by 35% and Instagram followers by 16%.
- View BDO social media platforms here: https://www.instagram.com/bdo_malaysia/ , <https://www.linkedin.com/company/bdo-malaysia>

Employee Engagement

- Developed and executed strategies to foster a positive workplace culture, including engagement initiatives and wellness programs tailored to employee needs.
- Managed the end-to-end launch of BDO's employee pulse survey, achieving an 84% response rate and delivering data-driven reports to address key organizational gaps.
- Launched the inaugural employee recognition program, "BDO Cheers For You," resulting in 306 nominations and 88 winners in 2023. The nominations doubled in 2024, establishing it as an annual event.
- Led and managed the launch of a mental health app, overseeing vendor collaboration and employee onboarding, resulting in a 55% adoption rate across the organization.
- Managed employee engagement budget to ensure all initiatives were cost-effective and aligned with organizational goals.

EDUCATION SUMMARY

Bachelors of Psychology

Aug 2016 - Dec 2019

Help University

CGPA: 3.85 (First Class Honours)

CERTIFICATION

Certified Mental Health First Aider

Malaysian Mental Health Association | November 2024
