



# SYAHIRAH KAMARUDIN

Experienced, versatile HR professional with 5 years of expertise in Employer Branding, Recruitment, Employee Experience and Project Management. Passionate about advancing the human experience through impactful people-focused initiatives.

## Contact Details

✉ syahirahkmrn@gmail.com

☎ 019-2667996

📍 Kota Damansara

## Education Background

### B.A PSYCHOLOGY – MINOR IN EDUCATION, LEARNING & SOCIETY

University of Washington | 2016 – 2020  
CGPA 3.67

### AMERICAN DEGREE FOUNDATION CERTIFICATE (ADFP)

INTEC Education College | 2015 – 2016  
CGPA 3.60

### SIJIL PELAJARAN MALAYSIA (SPM)

SMK Bandar Utama 3 | 2012 – 2014  
6As 3Bs

## Professional Skills

- Communication
- Content Creation
- Digital Reporting (Power BI)
- Employer Branding
- Photo & Video Editing
- Project Management
- Talent Management
- Stakeholder Relations
- Social Media Management

## Awards

- 2021: KPMG Values Team Award
- 2019: Annual Deans List Award

## Professional Experience

### Assistant Manager – Employer Branding & Engagement Generali Insurance Malaysia Berhad | Apr 2023 – present

- Spearheaded employer branding initiatives, enhancing the company's visibility as a preferred employer in the insurance industry. Achieved multiple industry accolades:
  - Winner: GRADUAN's Most Preferred Employer '24
  - 1st Runner-up: GRADUAN's Most Preferred Employer '23
  - Top Employer Branding: Jobstore Employer Award '24
  - Top Employer Award: Jobstore Employer Award '24
- Successfully led the development and end-to-end implementation of the Generali Malaysia Volare Scholarship Programme, fostering talent development and industry engagement.
- Developed targeted recruitment campaign across different platforms to attract top talent.
- Championed holistic Employee Experience strategies, through fostering a seamless and engaging onboarding experience.

### Associate – Marketing, Platform Initiatives Shopee Malaysia | Jun 2022 – Feb 2023

- Planned and executed customer-centric marketing strategies for Shopee's Platform Initiatives, including Daily Coins and Vouchers.
- Conducted in-depth analyses to measure the effectiveness of marketing campaigns, delivering key insights and recommendations to stakeholders.
- Co-led the launch of the Corporate Voucher Purchase Program, driving its successful implementation.

### Executive, Talent Management & Culture KPMG Malaysia | Jul 2020 – Jun 2022

- Started as Talent Acquisition & Branding Officer, demonstrating performance in a high-pressure environment, leading to promotion as Lead, Internal Branding within 11 months.
- Managed diverse recruitment portfolios, including Internship, Audit, Advisory, Tax, and Special Hiring.
- Represented KPMG as a subject matter expert for Personal Branding workshops, sharing expertise and enhancing brand reputation.
- Developed and maintained comprehensive recruitment reports, providing valuable insights to optimize hiring strategies and align talent acquisition efforts with organizational goals.