

NANA NASRUDIN

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A seasoned professional with over 7 years of experience in the financial services industry, specializing in talent acquisition, employer branding, and program management. Previously at HSBC, she gained leadership experience managing subordinates, and she currently drives talent strategies and cross-functional initiatives at AFFIN Bank.

PROFESSIONAL EXPERIENCE

AFFIN Bank Berhad

Assistant Manager, Talent Acquisition

March 2024 – Current

Key Responsibilities:

- Perform end-to-end recruitment processes, including sourcing, screening, and onboarding top talent for critical roles across the AFFIN Hwang Investment Bank & AFFIN Business Services.
- Drive employer branding efforts to position AFFIN Bank as an employer of choice, especially among fresh graduates and early-career professionals.
- Collaborate with Learning & Development (L&D) and Talent Acquisition (TA) teams to align recruitment strategies with bank's goals.
- Manage strategic talent programs such as AFFIN Management Programme (AMP) 2024 and Sarawak Attack projects to reinforce Sarawak's presence within AFFIN group.
- Build and maintain relationships with universities and professional networks to attract and nurture future talents.
- Proficient in Workday system for recruitment tracking and management.

Key Achievements:

- Successfully executed the AFFIN Management Programme (AMP) with high involvement of Sarawak, attracting high-caliber candidates and establishing a leadership pipeline for the bank's future growth.
- Played a critical role in the Sarawak Attack projects such as Lan Berambah 2024 Annual Event & UNIMAS.
- Collaborated with Hiring Managers for a site visit program for Sunway & UITM University students, a pilot project designed to build early-stage brand attachment and promote career opportunities across AFFIN group.
- Streamlined recruitment processes, reducing time-to-hire by 30% and improving candidate satisfaction.

HSBC Bank Berhad, GSC Malaysia

Assistant Manager, Recruitment & Onboarding

February 2023 – November 2023

Key Responsibilities:

- **Team Management & Stakeholder Engagement**
 - Supervised a team of three executives, conducting regular one-on-one sessions and ensuring alignment with team goals.
 - Led daily recruitment planning updates, morning calls, and weekly business meetings.
 - Acted as the front representative of the MSS Recruitment team, managing global stakeholder relationships, escalations, and recruitment concerns.

- **Recruitment Operations**
- Managed end-to-end recruitment processes, from sourcing to onboarding, for diverse portfolios including Global Banking Markets (e.g., Asset Servicing, Client Services, Debt Securities Operations).
- Ensured adherence to SLA timelines and efficient management of Stuck in Step processes.
- Proficient in Taleo system for recruitment tracking and management.

Danajamin Nasional Berhad (currently a part of Bank Pembangunan Malaysia Group)

Senior Executive, Talent Acquisition (promoted)

Executive, Talent Acquisition

September 2017 – January 2023

Key Responsibilities:

- **Talent Acquisition**
 - Managed end-to-end recruitment processes, including pre-boarding, onboarding, and post-onboarding for Danajamin and Bank Pembangunan, covering both support and front-end roles (e.g., IT, Corporate Banking, Compliance, Finance).
 - Collaborated closely with Hiring Managers to align recruitment strategies with organizational goals and values.
 - Leveraged various platforms (LinkedIn, Job Street, referrals, internal job boards) to source, screen, and attract top talent.
 - Conducted pre-screening calls, coordinated interviews, and ensured a seamless candidate experience, including offers, background checks, and salary negotiations.
 - Prepared monthly recruitment reports and led bi-weekly team updates.
 - Mentored junior team members on recruitment techniques and stakeholder management while advising Hiring Managers during candidate evaluations.
- **Talent Management & Development**
 - Collaborated with Talent Management Manager to execute talent management initiatives to strengthen the talent pipeline and support succession planning, guiding divisional heads in identifying critical role talents using the Talent Matrix framework.
 - Collaborated with consultants to drive employee engagement initiatives aligned with company culture, managing project planning, survey design, communications, and data collection.
 - Analyzed engagement scores and implemented action plans, such as retention strategies, service scheme improvements, CEO skip-level meetings, and mentoring programs to enhance employee motivation and strengthen senior management relationships.
- **Human Resource Operations**
 - Manage and administer HR operations matter i.e. staff personal file creation and maintenance, tax deduction calculation and benefits entitlements for accurate payroll computations.
 - Execute end-to-end off-boarding processes including conducting resignations, staff employment confirmation, transfers, secondment, contract renewals, job description and org chart updates and budgeting & tracking.

MSM Perlis Sdn Bhd

Intern

- Developed and implemented Standard Operating Procedures (SOPs) for the company.
- Managed payroll processing for shift-based employees.
- Organized and maintained correspondence and personnel records.

PROJECTS

- **AFFIN Management Program 2024**
Led the successful execution of the AFFIN Management Programme, onboarding 25 participants and ensuring seamless delivery of program objectives.

- **Sarawak Attack Projects 2024**
Led the successful execution of Lan Berambah and TRACE 2024, strengthening Affin Bank's presence in Sarawak, building connections with local communities, and creating a strong talent pipeline to support future growth in the region.
- **Annual Fit & Proper Assessment for Key Responsible Persons (KRP's)**
To comply with BNM requirements on assessing and evaluating fitness and propriety of KRPs which includes financial, competency and probity. Preparing a paper in regards to the matter for Board Remuneration and Nomination Committee (BRNC)'s approval biennially.
- **Annual Code of Conduct Assessment for Existing Employees**
To comply with BNM requirements, existing employees need to undergo the Code of Conduct assessment form whereby they need to declare any existing and new Directorship that they are involved in.
- **Annual Screening**
To comply with BNM requirements, performing screening on the existing employees are needed which includes financial and competency checks.
- **Annual Assessment of Recruitment Service Providers**
To comply with BNM requirements, performing assessment on the existing recruitment providers are needed to ensure they are still a right fit for the Company to engage in.
- **Bank Negara Reporting**
Preparing and submit the relevant internal and external reports which relates to the Bank Negara Policies and Guidelines i.e. BNM Employee Statistics, BNM ORION, RCSA and Operational Risk report.
- **Compensation and Retention Strategies**
Implementing flexi work hour and a smart casual dress code for Danajamin and performing process improvement from time to time. Establish new policies & procedures, review and update the existing versions to comply with internal and external regulatory requirements i.e. BNM guidelines (Fit and Proper, Employee Background Screening and Outsourcing)

HIGHEST EDUCATION

MASTER (SC.) OF INTERNATIONAL BUSINESS

Universiti Utara Malaysia, CGPA, 3.67 (Distinction)
August 2015 - December 2016

BACHELOR OF TECHNOLOGY MANAGEMENT (HONS.)

Universiti Tun Hussein Onn Malaysia (UTHM), CGPA, 3.44
September 2011 – June 2015

SKILLS

- Good communications and listening skills
- Good influencing and negotiation skills
- Good critical thinking and problem-solving skills
- Attentive to details and organized

REFERENCES

References will be provided upon request.