

SITI NADHIRAH BINTI ZULKARNAIN

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CAREER HIGHLIGHTS

Employee Engagement & Internal Communication Leader / 12 Years in Human Resource & Administration

- 12 years' HR experience, currently specializing in organization-wide **employee engagement, internal communication, culture transformation, and CSR**
- Proven record of leading internal & external engagement programs across large-scale companies including PROTON and Honda Malaysia such as team building, townhalls, wellness events, and leadership dialogues
- Expert in driving engagement survey strategies, analyzing employee sentiment, and implementing targeted action plans (pulse surveys, internal satisfaction index, employee engagement surveys)
- **Seek People & Purpose Awards 2025 –Best Diversity, Equity & Inclusion Inclusion (Bronze)** for organization-wide culture and inclusion work in PROTON
- Write up for Seek People & Purpose Award 2025 – **Best People Leader of the Year- En. Amran Mohd Tomin, VP Human Capital & Administration (Silver)**

WORK HISTORY

ASSISTANT HR MANAGER, CULTURE & EMPLOYEE ENGAGEMENT PROTON

08/2024 - Current

Shah Alam, Selangor

In this impactful role, I led initiatives to *drive employee engagement*, and *shape culture management* for PROTON.

Employee Engagement & Wellness Wellbeing Strategies:

- Develop and Implement comprehensive Employee Engagement & Wellness Wellbeing Strategies
- Plan and execute engagement surveys, data analysis, result sharing with management, and develop targeted initiatives to address areas of improvement.
- Managing CSR activities under the Proton Kasih Club & Badan Pembangunan Kakitangan Islam Proton.
- Strategically plan and implement the holistic 'HEAL' Health & Wellness Program, structured around PROTON's Five Health Pillars for a balanced and sustainable workforce.

Culture Leadership & Embedment:

- Lead the development and promotion of corporate culture initiatives aligned with organizational values and TARI principles (Teamwork, Achiever, Respect, Integrity).
- Ensure consistent culture management, trainings, development, and implementation across the organization.

Diversity, Equity, and Inclusion (DEI) Initiatives:

- Champion diversity, equity, and inclusion initiatives within the organization, fostering a culture of belonging and fairness by collaborating with stakeholders to develop and implement DEI strategies.

Strategic Collaboration & Change Management:

- Partner with senior leadership, TARI influencers to align culture and engagement strategies with business objectives. Drive culture transformation through effective change management and ensure engagement across all organizational levels.

Innovation in Engagement Strategies:

- Launch cutting-edge wellness and engagement tools, including digital platforms and interactive workshops, to foster connection and drive participation.
- Conduct pulse surveys and feedback loops to evaluate program effectiveness and make data-driven adjustments to enhance the overall employee experience.

Achievements/Contributions

- Successfully increased employee engagement participation from 60% to 85% through targeted initiatives
 - Managed to increased participation and satisfaction in wellness programs at >90%
 - Organize and lead large scale events such as Proton Health & Wellness Day, Proton Games, Proton Fun Run, Proton Fun Ride, Townhall, Retirement Ceremony and Committee member of the 1 st National EV Car e.MAS Launching Event.
 - Seek People & Purpose Award 2025– Best Diversity, Equity & Inclusion Award (Bronze)
 - Write up for Seek People & Purpose Award 2025 – Best People Leader of the Year- En. Amran Mohd Tomin, VP Human Capital & Administration (Silver)
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SENIOR HR EXECUTIVE, EMPLOYEE ENGAGEMENT & COMMUNICATION 06/2022 – 08/2024

HONDA MALAYSIA SDN BHD

Petaling Jaya, Selangor

Strategic Focus

- Lead strategic & continuous improvement projects, ensuring timely execution and proposing corrective actions for areas such as employee rewards & recognition, communication channels, benefits, staff retention, and development.
- Collaborate with other Divisions to identify and execute improvement activities aimed at enhancing Honda's image, performance, and business values while sustaining staff and resources.
- Plan, manage, and monitor yearly department budget, conducting quarterly reviews aligned with company direction.
- Review policies and employee handbook in collaboration with legal department.
- Contribute to developing HR business plans and strategies through strategic reviews, analysis, and insights.
- Propose & present strategies and improvement activities according to yearly survey findings to Senior Management and Top Management (CEO and COO).

Employee Engagement

- Collaborate closely with Top Management (COO) and HRA Management to address associates' issues through monthly engagement programs and focus groups.

- Conduct employee engagement & pulse surveys to measure satisfaction and identify priority improvement areas.
- Review and analyze survey data and communication channels to generate HR Metrics, identifying strengths and priority improvement areas.
- Drive culture and core values across organization by leading engagement and wellness activities.

Communication

- Manage internal communications through various channels including memos, newsletters, online platforms (AMARA AI Chatbot), Hello HR, Cup of Joy, company intranet, and HRADM Alert.
- Design and produce interactive visuals such as memos, posters, and videos for engagement and recognition purposes.

Employer Branding

- Providing proposals and write ups for employer branding projects: Special Recognition Award by Seek People & Purpose Award, Asia's Best Employer Brands award 2022 by World HRD Congress and MIHRM award.
- Leading company Employer Branding activities- Improved ranking from 34th in 2022 to 26th in 2023 Malaysia's 100 Leading Graduate Employers. Winner in Automotive sector.

Leadership activities

- Lead in HR communication and engagement while overseeing HR executives and internship performance.
- Leading several activities and CFT project consisting of 3-5 team members such as Asia Oceania Employee Engagement Survey, Retention Survey, NHC Convention (Continuous Improvements), HRA Roadshow, Non Executive Career Path Guideline & Policies, CSR Projects, and Annual Dinner.

HR Operations

- Lead operational task such as recruitment and advising employees on HR matters.

Achievements/Contributions

- Winner for NHC Best Circle 2023 - HRA division
- Improving AMARA (Employee communication platform) participation rate and engagement rate from 3.4 to 3.8/5.0.
- Successfully improved HR Engagement & Communication driver in Employee Retention Survey for 2023.
- Increased satisfaction rate for engagement programs between employees and top management to 4.26/ 5.0.

**REGIONAL HR SPECIALIST (MALAYSIA & INDONESIA),
LC WAIKIKI RETAIL SDN BHD**

07/2021 - 04/2022

Petaling Jaya, Selangor

Strategic Planning

- As single focal point for both Malaysia and Indonesia, I partnered with Senior Leadership team based in Turkiye in enhancing corporate and HR policies while maintaining positive work environment.

- Develop and implement succession planning for key areas in Company by facilitating business to select and develop key talent to ensure successor fill in critical roles which involved liaising with successor to perform assessment, preparing individual reports and progress of Individual Development Plan (IDP) and assisting coordination of Manager Development Program
- Managing Promotion Programs for Store Manager, Mid Management level and Visual Merchandiser positions.

HR Operations

- Lead end to end recruitment process in the Malaysia & Indonesia.
- Track probation period of new employees and conducting performance review with related managers.
- Review and administering C&B benefits such as employee health insurance and employee referral program to attract, retain and motivate employees.
- To manage disciplinary cases and resolved employee complaints and grievances successfully through mediation and collaboration according to Country law and company rules and regulation.
- Handles TNA and development needs of store and country head office employees.
- To plan and provide trainings such as OKR training for Managers and employees and Product Training.
- Manages Learning Management System (LMS) for employees in accordance with HQ guidelines.

Accomplishment/Contributions

- Implemented Global Development and Performance System (DPS project) for Malaysia and Indonesia.

SENIOR HR EXECUTIVE, VALIRAM GROUP (Anaika Collections)

05/2015 - 06/2021

Subang Jaya, Selangor, Malaysia

HR Business Partner

- Collaborate/partnering with HQ Talent Acquisition team and Department Heads on workforce planning.
- Providing HR advice and support to Retail Operations team (Area Managers, Store Managers and PIC), corporate line managers, and employees in explaining procedures and company policies.

Talent Acquisition

- Leading the recruitment team from end-to-end recruitment process for Anaika Collections and Posable (corporate office), retail brands (Charles & Keith, Pedro, Flow and Wycon Cosmetics).
- Working closely with the operation teams by supporting HR operations for 30 Charles & Keith Stores, 18 Pedro stores and 2 Wycon store across East and West Malaysia with total headcount of 400+ staff.
- Conducting market survey to understand market trends for salaries and compensation.
- Coordinating new staff on-boarding process and orientation.

ER/IR

- Managing various disciplinary issues from minor to major misconduct, issuing show cause & warning letters, conduct staff counseling, termination of employee in accordance to the labor law.
- Monitoring attendance to ensure employee punctuality and in accordance to respective working hours.
- Experienced in planning and conducting Domestic Inquiry.

- Lead and plan all employee engagement activities to support our company culture and core values and creating annual Employee Engagement activities calendar.

Learning & Development

- Provide trainings for new joiners such as company induction training, Interviewing Skills training for PICs and HR Process trainings.

Policy and Process Review

- Review and updating company SOP with Retail Operations team to ensure processes and procedures are in line and comply with the local statutory.

Performance Management

- Support Assistant Vice President-HR in Annual Staff Performance Review Submission process.
- Advising Managers on preparing and reviewing Performance Improvement Plan and performance review.
- Conduct counseling session and PIP reviews.

Achievements/Leadership

- Winner of VOW (Valiram Outstanding Winner) Award 2019 - Valiram Outstanding Employee, category HR Department (Malaysia)

HR ADVISOR, SHELL BUSINESS OPERATIONS

04/2014 - 04/2015

Cyberjaya, Selangor

- Manage and coordinate International Transfers(Long Term & Short Term assignment), Domestic Transfers (for expatriates), Repatriations (as focal point) and termination activities;
- Provide expatriate HR services to ensure that transfers of staff and families from/ to Shell companies in relevant region are handled efficiently, meeting specified KPIs by maintaining 90% successful rate.
- Accountable for coordination with immigration advisors, relocation consultant and provide required support such as visa & immigration processes, general orientation, home search, school search.
- Coordinate international travel arrangements, book airline tickets and communicate with relocation advisor and country HR to prepare detailed itineraries of travel plans.
- Managing employees' movement, payment, claims, allowances, bonus and update leave in SAP System.
- Provide support to line managers and global HR to ensure timely expatriate transfers.

HR ASSISTANT, MONOVENTURES SDN BHD/WEBUY SDN BHD

03/2012 - 05/2013

Petaling Jaya, Selangor

HR Operations & Administration

Supported core HR operations including recruitment coordination, employee welfare administration, payroll processing, and statutory submissions (EPF, SOCSO, EIS). Maintained accurate HR records and managed HR2000 system for leave, claims, and attendance. Assisted in organizing employee engagement activities and handled general office administration, vendor coordination, and reception duties.

Universiti Teknologi Mara (UiTM) - Shah Alam, Malaysia

Institute Teknologi Pertama, Edexcel - Malaysia

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- MEMBERSHIP/PROFESSIONAL BODIES**

- ## TRAININGS & CERTIFICATION

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- ## LANGUAGES
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