

# Astrid Nurmaulita, S. Psi.



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Professional experience in recruiting, developing, coordinating and managing multiple tasks simultaneously related with HR Department. Proven ability to maintain confidential information in Human Resources environment. Proficient in English oral and written with considerable experience working in top Media and Retail Company. Strong academic result as a Bachelor of Psychology degree (S. Psi) from Brawijaya University and other private informal education.

## General Information

**Citizen** : Indonesia  
**Mobile Phone** : +62 8122 642 9292  
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**Toeic Score** : 560  
**GPA** : 3, 37 (4, 0 scale based)

## Formal Education

- 2007-2010 State Senior High School at SMA Negeri 9 Surabaya.
- 2010-2015 Faculty of social and politics science, Psychology course, Brawijaya University, Bachelor Degree (Graduated as Sarjana Psikologi/ S.Psi)

## Work Experience

- **Taman Safari Indonesia as Corporate Talent Acquisition (June 2022 – January 2026)**
  - ✓ Oversaw end-to-end recruitment for all Head Office Jakarta roles, from entry level to executive positions.
  - ✓ Developed and executed hiring strategies aligned with business priorities and workforce planning.
  - ✓ Partnered with senior leaders and department heads to define talent requirements and hiring approaches.
  - ✓ Ensured recruitment delivery met service level agreements (SLA), quality standards, and stakeholder expectations.

- ✓ Led executive and critical-role hiring to support organizational capability and leadership pipeline.
- ✓ Built and maintained strong talent pipelines to anticipate future workforce needs.
- ✓ Leveraged market insights and talent trends to advise stakeholders on hiring decisions.
- ✓ Managed relationships with external recruitment partners, platforms, and sourcing channels.
- ✓ Drove continuous improvement of recruitment processes, tools, and reporting to enhance efficiency and hiring effectiveness.

- **NawaData as People Junior Manager (June 2020 – May 2022)**

- ✓ Acted as a strategic HR partner to business leaders, aligning people strategies with organizational goals and business priorities.
- ✓ Advised managers on organizational design, workforce planning, and talent management to support business growth.
- ✓ Led end-to-end employee lifecycle initiatives including onboarding, performance management, succession planning, and retention strategies.
- ✓ Partnered with leadership to drive culture, engagement, and change management initiatives.
- ✓ Provided guidance on employee relations matters, ensuring fair, consistent, and policy-compliant resolutions.
- ✓ Analyzed HR metrics and people data to generate insights and recommend actionable solutions.
- ✓ Collaborated with Centers of Excellence (TA, C&B, L&D) to implement HR programs effectively within business units.
- ✓ Supported leaders in performance conversations, capability development, and team effectiveness.
- ✓ Ensured HR practices complied with company policies, labor regulations, and governance standards.
- ✓ Drove continuous improvement of HR processes to enhance employee experience and organizational effectiveness.

- **IKEA Indonesia as Talent Acquisition Project (September 2019 – February 2020)**

- ✓ Managed end-to-end recruitment processes for IKEA Indonesia across multiple functions, ensuring timely hiring aligned with business needs.
- ✓ Partnered with IKEA hiring managers to define role requirements, candidate profiles, and effective sourcing strategies.
- ✓ Utilized diverse sourcing channels to attract top talent that reflects IKEA's values and culture.
- ✓ Conducted structured interviews and assessments to evaluate candidates' competencies, potential, and cultural alignment with IKEA.
- ✓ Delivered a positive candidate experience that strengthened IKEA's employer brand in the talent market.

- ✓ Coordinated interview processes, stakeholder feedback, and offer negotiations in accordance with IKEA hiring standards.
  - ✓ Maintained accurate recruitment data and prepared hiring reports to support workforce planning decisions.
  - ✓ Collaborated with HR and business teams within IKEA to ensure hiring priorities were aligned with organizational goals.
  - ✓ Ensured all recruitment activities complied with IKEA policies, recruitment guidelines, and local labor regulations.
- **Marketing Research Indonesia as Sr. Human Capital Project (May 2019 – August 2019 )**
    - ✓ Design and implement recruitment strategy
    - ✓ Source and filter candidates by databases, Jobstreet, LinkedIn, Social Media, etc.
    - ✓ Responsible to conduct New Hire Training Materials such as company profile, company value, company hierarchy, job description and responsibilities.
    - ✓ Managed Training Sessions for the existing employee regard on the company evaluate and issues.
    - ✓ Managed all HR Administrations, including recruitment, BPJS confirmation, employee contract, employee resignation and clearance, etc.
    - ✓ Conduct and implement the HR standard operation process such as recruitment, performance evaluation, performance appraisal, Employee Resignation, etc.
    - ✓ Create and implement programs that connect the employees with the company value and competence.
    - ✓ Identify and evaluate the business initiative to ascertain appropriate programs that meet the business goals.
    - ✓ Resolve conflict within the groups and diagnose potential organization problem areas.
    - ✓ Design and discuss the effective strategic planning methods.
    - ✓ Managed sessions that responsible to engage the employees and management, such as career discussions, Lunch Break Management, Sharing Knowledge Session, Outbound, etc.
- **PT. Kawan Lama Retail as Human Capital (March 2018 – March 2019)**
    - ✓ Led end-to-end recruitment processes for all store-level positions, from sourcing to onboarding, ensuring timely manpower fulfillment.
    - ✓ Acted as sole HR point of contact for store management and employees, providing guidance on policies, employee relations, and HR procedures.
    - ✓ Monitored manpower planning and workforce allocation to maintain optimal staffing levels across outlets.
    - ✓ Handled employee lifecycle administration including contracts, documentation, data updates, and reporting.
    - ✓ Managed employee relations matters such as counseling, disciplinary processes, and issue resolution.
    - ✓ Supported performance management implementation and coordinated development initiatives for store teams.
    - ✓ Oversaw general affairs monitoring including operational support, vendor coordination, and workplace compliance.
    - ✓ Ensured adherence to company policies, labor regulations, and retail operational standards.

- **PT. MNC Skyvision, Tbk. as Human Resource Generalist Officer (July 2016 – February 2018)**
  - ✓ Managed end-to-end recruitment processes including sourcing, screening, interviewing, and providing hiring recommendations to management.
  - ✓ Coordinated full hiring lifecycle activities such as background and reference checks, salary negotiations, offer issuance, and onboarding arrangements.
  - ✓ Maintained manpower fulfillment tracking, recruitment reports, and applicant data accuracy.
  - ✓ Supported talent acquisition initiatives including job postings, interview coordination, offer management, and start-date alignment.
  - ✓ Organized and monitored training programs for new and existing employees, ensuring accurate training records and compliance.
  - ✓ Partnered with HR Business Partner (Outsourcing) to support performance management and talent development processes.
  - ✓ Handled employee relations matters including counseling, business group relocation support, and exit management processes.
  - ✓ Administered employee benefits enrollment and provided guidance on HR policies and programs.
  - ✓ Collaborated effectively with stakeholders across all organizational levels to support HR initiatives.
  - ✓ Represented the company at recruitment events and job fairs to strengthen employer branding.
- **Social Media Marketing and Poster Designer (Freelance)**
  - ✓ Poster Design
  - ✓ Social Media Promote

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## Informal Education

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- Vocal Course at Mayura Music Center Surabaya
- Keyboard course at Mayura Music Centre, Surabaya
- Drum Course at Mayura Music Centre, Surabaya
- English Course at Lembaga Pendidikan Indonesia Amerika (LPIA), Surabaya
- English Course at Yayasan Pendidikan Indonesia Amerika (YPIA) , Surabaya
- Computer Course at Lembaga Pendidikan Indonesia Amerika (LPIA), Surabaya
- English Course at English First (EF), Surabaya

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## Organization & Community

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- Secretary of BEM FISIP in Brawijaya University
- Secretary of MiXth in Brawijaya University
- Member of UB FM in Brawijaya University
- Member of PERSPEKTIF in Brawijaya University
- Member of BARIS FISIP in Brawijaya University
- Member of HRBP Indonesia

- Member of Indo HR Profesional Community

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## **Skills**

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- Language Skill : Proficient in Bahasa Indonesia and English both oral and written.
- Computer Skill : Proficient in using Microsoft Office, Adobe Photoshop, Corel Draw, Windows Movie Maker, Audacity.
- Communication and Presentation Skill.