

Linda Jayanti Agustini

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Jakarta

PROFESSIONAL SUMMARY

HR professional with 7+ years of experience across Talent Acquisition, Learning & Development, and Workforce Analysis within tech and logistics industries. Proven track record in building hiring strategies, designing impactful learning programs, and driving employee engagement initiatives. Recently expanded into HR consulting and business operations, with hands-on experience in workforce analytics and customer-facing roles. Passionate about aligning people strategy with business needs to drive sustainable growth.

KEY COMPETENCIES

Talent Acquisition Strategy	Project & Event Management	Applicant Tracking System
Learning & Development	Employer Branding	Workload Analysis
Employee Engagement	Recruitment Analytics	Proactive and self-motivated

PROFESSIONAL EXPERIENCE

Nafadika Consutling **Dec 2025 - Present**

Freelance HR Consultant - Workload Analysis Project

- Led Workload Analysis initiatives, including Full-Time Equivalent (FTE) calculation, job demand assessment, and workforce modelling.
- Conducted data collection, validation, and stakeholder interviews across departments to ensure accuracy of insights.
- Facilitated discussions with managers to align workforce structure with business needs.
- Delivered actionable recommendations to improve organizational efficiency, role clarity, and resource allocation.

LinkAja - PT Fintek Karya Nusantara **Apr 2025 - Sep 2025**

Senior Talent & Culture Associate

- Drive end-to-end recruitment for tech and corporate roles, building talent pipelines via LinkedIn, university portals, and networks.
- Lead employee engagement and learning initiatives, including quarterly workshops, 17 Agustus events, and internal upskilling programs.
- Designed and launched a structured internship program involving 10–20 interns per cycle, including onboarding and mentor matching.
- Coordinated TNA surveys to align learning content with team needs and business goals.
- Fostered employer branding through an appreciation culture and internal social campaigns.
- Act as the go-to person for cross-functional culture-building projects and support strategic HR planning.

Lazada Indonesia **Dec 2019 - Nov 2024**

Senior Associate, Talent Development & Acquisition | Apr 2023 - Nov 2024

- Designed and implemented scalable learning programs based on behavioral insights and learning needs across departments.
- Collaborated with stakeholders to align L&D initiatives with business objectives and career development paths.
- Monitored program effectiveness and embedded a culture of continuous learning through data insights.
- Partnered with HRBP team to deliver recruitment solutions aligned with strategic workforce planning.
- Ensured HR process compliance and successfully led ISO audit certifications (9001, 45001, 14001) with 0 findings.
- Involved in Workload Analysis Project for Logistics team (1 department, with 200 employees) by developed workload modelling, Full time equivalent calculation, job demand assessment, and data validation, resulting in actionable organization recommendation.

Senior Associate, Talent Acquisition | Apr 2022 - Apr 2023

- Manage end-to-end hiring for Logistics, Commercial Ops, and Strategic roles, closing 93% of 101 headcount requests.
- Ensured candidate quality with a reduced probation failure rate of 6% (from 8.5%), by enhancing alignment between role requirements and candidate fit.
- Delivered strong sourcing performance with 73% of hires via direct sourcing, optimizing recruitment spend and reducing agency reliance.
- Actively contributed to People Manager Development as a certified trainer for the Hiring Right program, delivering 3 training batches for 65+ managers across Metro and Non-Metro areas.
- Expanded into L&D by voluntarily covering a temporary Learning role, designing and facilitating:
 - Express Induction (4-day onboarding; 15 participants)
 - New Hire Onboarding sessions (6 participants)
 - People Manager Program (1 batch; 15 participants)
- Spearheaded the Walk-In Interview Program for Cimanggis Warehouse to build a manpower pipeline from local communities:
 - Organized 2 hiring events, attracting 455+ participants with 88% passing rate in Batch 1
 - Aligned initiative with campaign readiness and community empowerment objectives

Associate, Talent Acquisition | Dec 2019 - Apr 2022

- Spearhead end-to-end recruitment efforts, including sourcing, screening, and interviewing candidates for various roles within the organization (Logistics).
- Collaborate closely with hiring managers to understand staffing needs and develop tailored recruitment strategies.
- Manage candidate pipelines and applicant tracking systems (ATS) to ensure a smooth and efficient recruitment process.
- Develop and maintain strong relationships with candidates, guiding them through the hiring process and providing a positive candidate experience.
- Successfully reducing attrition rate 10% to 0% by do standardization of recruitment process for conversion from OS to FTE.

Daya Dimensi Indonesia**Aug 2019 - Dec 2019****Recruitment Consultant (RPO for Lazada Logistics)**

- Assist Lazada's Talent Acquisition to handle Mass Hiring including sourcing, and prescreening calls.
- Source potential candidates through online channels (e.g. social platforms and professional networks).

JAC Business Center**Sep 2017 - Aug 2019****Recruitment Consultant**

- Managed end-to-end recruitment across diverse industries (finance, manufactures, Automotive, sales, education consultation).
- Acted as liaison between clients and candidates, ensuring seamless hiring experience.

TOOLS

LinkedIn Recruiter
Jobstreet
Excel (vlookup, pivot)

Aliwork - Alibaba HRIS
Sunfish HRIS
Canva

EDUCATION

Bachelor of Psychology
2013 - 2017
Universitas Negeri Jakarta

REFERENCE CONTACT

Upon request