



AFIFAH

NOOR KHAIRANI, S.I.Kom., M.Si.Han

SENIOR TALENT ACQUISITION | EMPLOYER BRANDING
HR STRATEGY | PEOPLE OPERATIONS | WORKFORCE PLANNING

Driving Business Growth Through Strategic Hiring



linkedin.com/in/
afifah-noor-khairani



27001
Awareness



27701
Awareness



9001
Awareness



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afifahnoorkhairani@gmail.com

Results-driven HR professional with 9+ years of experience in Talent Acquisition, Employer Branding, HR Strategy, and People Operations across Tech, Gaming, Consulting, and B2B System Integrator industries. Proven track record in building and scaling recruitment systems from scratch, driving hiring excellence, strengthening employer brand, and delivering impactful HR initiatives. Direct report to CEO with strong leadership in managing recruitment team, developing HR policies, and supporting business growth.

KEY IMPACT & ACHIEVEMENTS



HR EXPERIENCE

9+
YEARS



HIRING
SUCCESS RATE

93-94%



QUALITY
OF HIRING

94%



RECRUITMENT
EFFICIENCY
IMPROVEMENT

30%



EMPLOYER BRANDING
ENGAGEMENT

+45%



CANDIDATE DATABASE
GROWTH

+25%



TIME-TO-FILL
IMPROVEMENT

35%



RETENTION
IMPROVEMENT

20%



BEST RECRUITMENT
ACHIEVEMENT

531%

LEADERSHIP HIGHLIGHTS



Direct Report to CEO



Managed & Led
Recruitment Team of 4



Developed Hiring Strategy
& Employer Branding Strategy



HR Policy Development
& Implementation



ISO Management Support
(ISO 27001, ISO 27701, ISO 9001)



Stakeholder Management
Across All Levels

★ FEATURED PROJECTS & INITIATIVES

- ✓ Built Recruitment & Selection Playbook from Scratch
- ✓ Established Recruitment SOP & Interview Guideline
- ✓ Developed Manpower Planning & Workforce Action Plan
- ✓ Designed Recruitment Policy & Applicant Data Management Policy
- ✓ Created Orientation Handbook & 90-Day Onboarding Framework
- ✓ Built Corporate Branding Handbook & Employee Communication Standard
- ✓ Led HR Transformation & Process Improvement Initiatives



★ CORE EXPERTISE

Talent
Acquisition

Employer
Branding

Workforce
Planning

HR Strategy

Behavioral
Interview (BEI)

HR
Analytics

Stakeholder
Management

Leadership

Talent
Management

Payroll & HR
Operations

ISO
Management

Employee
Experience

PROFESSIONAL CERTIFICATIONS



BNSP Certified
Recruitment & Selection
Officer (CRSO)



Young Leadership
International Training
Japan 2025



Talent Acquisition
Professional
Certification



BEI Certified
(Behavioral Event
Interview)



ISO 27001
Awareness
Training



ISO 27701
Awareness
Training



ISO 9001
Awareness
Training

PROFESSIONAL JOURNEY



2022 - 2026

Senior Talent Acquisition & Employer Branding
PT Akar Inti Solusi (Akar Inti Enterprise)
IT System Integrator | Jakarta
Direct report to CEO



2021 - 2022

Senior HR Business Partner
Maingames Indonesia
Gaming Industry | Jakarta



2016 - 2021

Senior Recruitment Consultant
Reeracoen Indonesia
Recruitment Agency | Jakarta

TOP ACHIEVEMENTS



531%
Recruitment Performance Achievement
Exceeded annual hiring target by 531%



Top 154 Awardee
Young Leadership International Training
Japan 2025



BNSP Certified
Recruitment & Selection Officer (CRSO)



**Built Recruitment & Employer Branding
Systems from Scratch**
Scaled hiring engine to support business growth



Led HR Transformation Initiatives
Improved efficiency, processes,
and employee experience

“ I believe that the right people, the right culture, and the right strategy will drive exceptional business growth.”

Afifah Noor Khairani

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Results-driven **Talent Acquisition Specialist** with **9+ years of progressive experience** in recruitment, employer branding, and HR strategy across **tech, gaming, and consulting industries**. Proven success in **driving 90%+ quality of hiring rates**, optimizing recruitment efficiency, and building end-to-end talent pipelines for both **tech and non-tech roles**. Adept in **strategic sourcing, data-driven hiring, and stakeholder management**. Passionate about creating future-ready workforce strategies and enhancing employer brand visibility. Otherwise, I have skills in Photography, Military ability (using fire guns, long barreled rifles, archery), familiar to edit video (using some editing tools), and I love to make poems.

CORE COMPETENCIES

Recruitment Strategy | Talent Sourcing | Employer Branding | Behavioral Interviewing (BEI) | ATS & HRIS Management | Data-Driven Decision Making | Onboarding Frameworks | HR Analytics | Stakeholder Management | Training & Development

LICENSE & CERTIFICATIONS

- **Sertifikasi Staf Rekrutmen dan Seleksi Sumber Daya Manusia (SDM) / Certified Recruitment and Selection Officer (CRSO)** by Badan Nasional Sertifikasi Profesi (BNSP).
- **1st Batch Participant Young Leadership International Training to Japan** by SejutaCita Future Leaders Chapter 9: Japan 2025, by SejutaCita [Dealls] | 22 – 28 February 2025
- **Talent Acquisition Professional Training** by Talentiv | February 2025
(Credential : #d303437c2daa1973 | 2-5 February 2025)
- **Top 154 Awardee Young Leadership International Training** by SejutaCita Future Leaders Chapter 9: Japan 2025, by SejutaCita [Dealls] | January 2025
- **Awareness Training for Information Security Management System (ISMS) ISO/IEC 27001:2022 and Privacy Information Management System (PIMS) ISO 27701:2019** | December 2024
Credential number : 001/AN-EAC/CERT/XII/2024
- **The Excellent Leaders Training Program**, by John Robert Power | October 2024
(Credential : 25715 | 10 October 2024)
- **Essay for Indonesia Competition** SejutaCita Future Leaders Chapter 8: Japan 2024, by SejutaCita [Dealls] | October 2024
- **Motivation Letter Competition** SejutaCita Future Leaders Chapter 8: Japan 2024, by SejutaCita [Dealls] | October 2024
- **Memaksimalkan Proses Rekrutmen dengan Teknik Behavioral Event Interview**, by PT. Wahana Insan Prima | September 2024
(Credential : 396 /PST/HR/WIP-TRNG/IX/2024)
- **Maximizing Productivity: Strategic Approaches for HR Leaders** by ANDAL | August 2024
- **Behavioral Event Interview Skill** by One GML | June 2024 (Credential : LO4UOOETB2U91WB)
- **Manajemen Talenta** by PT. Wahana Insan Prima | February 2024
(Credential : 01/WIP-TRNG/II/2024)
- **ISO 27001:2013 Awareness Training - Information Security Management System (ISMS)** by ALTO NETWORK | Dec 2022 (Credential : 010/AN-GRC/CERT/I/2023)

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EDUCATION

• **INDONESIA DEFENSE UNIVERSITY**

September 2015 – April 2017

Master degree (Campus accreditation: A, Major accreditation : A)

Defense Diplomacy | GPA : 3.77 of 4.00

Studied about: Strategic Leadership, International Relations, Foreign Policy Analysis, Defense Cooperation, Diplomacy for Theory and Practice, Conflict Resolution and Prevention, Regional and Global Security, Strategic Defense Challenge, Defense Economy

Thesis : Strategy of Cooperation in Counter Terrorism through ASEAN Defense Minister's Meeting plus to Increase Counter Terrorism Ability in Indonesia

• **UNIVERSITAS RIAU**

September 2010 – December 2014

Bachelor degree (Campus accreditation: B, Major accreditation : B)

Management Communication and Mass Media (Broadcast) | GPA : 3.76 of 4.00

Studied about : Management Communication, Public Relation, Marketing Management, Rhetoric, Media Economic, Leadership, Radio Broadcast Management, Business Communication, Mass Media and Electronic, Television and Film Broadcast Management, Advertising, Media Marketing Management, Film Production.

Thesis : Representation of Jokowi's Self-Image on Film "JOKOWI"

COMPUTER SKILL :

- Microsoft Office : Word, Power Point, Excel
- Cloud : Google Cloud Platform (GCP), Microsoft 365
- Video Movie Editor : Adobe Premier CS5, Final cut pro, and AVS Video Editor
- Social Media savvy (instagram, twitter, youtube, linkedin)
- HR Information System (HRIS) : Talenta, Leapsome (Employee performance review using in Maingames Indonesia), HRBC (Human Resource Business Cloud from Japan, using at Reeracoen Indonesia), CATAPA (Djarum Group HRIS, using at Akar Inti Enterprise)
- Content Management System : Wordpress
- CRM and Sourcing tools : Linkedin analytic, Linkedin Recruiter Lite
- Job portal : Tech in Asia, Jobstreet, JobsDB, Dealls
- ATS platform : Deall

SOFT AND HARD SKILL :

- Advisor and Problem solving
- Negotiation and Team management
- Presentation and Public speaking
- Marketing and Promotion
- Time management
- Leadership

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ACHIEVEMENT

- **Best Graduate on the 94th** Graduation Period, February 2015, Faculty of Social and Political Science, University of Riau
- **Full Master degree scholarship** from Indonesia Defense University
- **Overseas study** and defense training in Hanoi, Vietnam. May 2016
- Recognized for **Best Performance Achievement (531%)** by yearly achievement for 2 years in a row (2018-2019 at Reeracoen Indonesia)
- Delegate for attended General Meeting in **Head Quarter Tokyo-Japan**, October 2019
- Closed **4 key roles** in the first month at Maingames Indonesia and developing new branch with new team in Taiwan.
- Become Senior HRBP after 3 months joining at Maingames Indonesia
- **Exceeded annual hiring targets with 93–94% success rate** (by the target is 90%), **with 94% quality of hiring success rate** (by the target is 80%)
- Led creation of **Interview Guideline, Corporate Branding Handbook, Orientation Handbook, 90 days Onboarding Framework, and Employee Communication Design Standards from the scratch**. Develop from the scratch.
- Selected as **Top 154 Awardee** in *Young Leadership International Training – Japan 2025*
- **Certified Recruitment and Selection Officer by BNSP (July 2026)**

PROFESSIONAL EXPERIENCE

PT Akar Inti Solusi (Akar Inti Enterprise)

May 2022 – July 2026

Senior Talent Acquisition Specialist & Employer Branding | B2B System Integrator Company

Direct report to CEO and Head of People

Handle 4 persons : Visual Designer, Content Writer, Jr. People Operations, Talent Acquisition Associate

Akar Inti Enterprise (part of Djarum Group) is an IT solutions company that focuses on Business-to-Business (B2B) System Integrator which provides digital transformation, product development, and business enhancement. Founded in 2021, Akar Inti Enterprise began as a provider of strategic solutions and consultations for businesses.

Responsibilities :

Talent Acquisition Specialist

- Designed and implemented **Hiring Playbook, Kebijakan Manpower Planning, Kebijakan Rekrutmen, SOP Rekrutmen** from scratch, streamlining talent acquisition efficiency by **30%**.
- Partnered with business leaders to forecast **manpower planning**, aligning hiring strategy with organizational growth goals.
- Created key onboarding assets: **Interview Guideline, Orientation Handbook, and 90-Day Onboarding Framework**.

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- Executed **end-to-end recruitment** for **Tech and Non-Tech roles**, achieving more than **90%** from yearly hiring target :
 - a. Source applicants through online channels, such as LinkedIn and other professional networks
 - b. Create job descriptions and interview questions that reflect the requirements for each position
 - c. Compile lists of most suitable candidates by assessing their CVs, portfolios, and references
 - d. Hiring Reporting
- **Employment Agreement** and documentations (offering, PKWTT, PKWT, freelance, expertise)
- Internal Talent Management and **Hiring Budget Management Control**.
- Organize and attend job fairs and recruitment events to build a strong candidate pipeline.
- Maintain records of all materials used for recruitment, including interview notes and related paperwork, to share with key stakeholders.

Employer Branding

- Developed and launched **employer branding campaigns** that increased online engagement by **45%** across LinkedIn and Instagram.
- Built **recruitment content strategy** and managed internal & external communication channels to enhance brand positioning.
- **Organized and represented company at job fairs** and networking events, growing candidate database by **25%**.
- Assist in the defining of our **Employer Branding Guidelines and SOPs**

Adhoc task

- **Ensure Payroll Compliance** and data accuracy, also maintain payroll records and provide employee support.
- **Drive employee engagement and** organizational culture by design and implement employee engagement initiatives, culture programs, and internal communication strategies to foster a positive, inclusive, and high-performance workplace.
- **Monitor culture effectiveness** and support organizational development.
- Manage and **maintain the ISO Management System** (ISO 27001, 27701, 9001)
- **Manage the employee lifecycle** by oversee end-to-end employee administration, including onboarding, employee data management, contract administration, transfers, promotions, and offboarding while ensuring accuracy and compliance.

PT MAINGAMES INDONESIA (MAINSRING Pte.Ltd)

June 2021 – May 2022

Senior Human Resource Business Partner (HRBP) | Gaming Talent Agency

(Official Facebook Gaming Partner)

Direct report to Business Owner (CEO)

Coordinate with CTO, GM, Manager, and Key leaders

Handle 4 person : 3 person of Recruitment and Talent Acquisition staff, and 1 person of GA-Accounting

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- Core business of MainGames :

Is a leading Facebook Gaming creator agency (Creator Service Provider / CSP) serving creators across Indonesia, Malaysia, Pakistan, Bangladesh, Nepal, Vietnam, and Taiwan. Now everyone can stream!

- Media page : jalantikus.com

Indonesia's largest technology site. By presenting thousands of applications and interesting tips in it, besides that it also presents information on gadgets, Android games, iOS, movies, anime, and technology information.

- Ekliip.se :

An artificial intelligence driven content production platform that offers user-friendly high light game clip and editing platform that can automatically capture high-quality, shareable high light of epic gaming moments video and share them to Youtube, Facebook, Tiktok in the most appropriate format.

Responsibilities :

- Spearheaded recruitment operations across **5 countries** (Indonesia, Pakistan, Bangladesh, Vietnam, Taiwan).
- Led a team of 4 recruiters, improving **time-to-fill by 35%** and **retention rate by 20%** through structured onboarding and feedback loops.
- Enhanced **employer brand presence** through social media, achieving **60% follower growth** on company pages.
- Oversaw **KPI development, training, payroll management** (overtime, reimbursement, sickness, leave), and **employee relations**.
- CEO and CTO schedule

PT REERACOEN INDONESIA (NEO CAREER JAPAN)

November 2016 – May 2021

Senior Recruitment Consultant | Japanese Head-hunter

February 2017 – June 2021

1. Recruitment and Talent Acquisition:

- Managed **end-to-end recruitment** for multiple clients across industries (manufacturing, FSI, retail, mining, oil and gas, IT, and FMCG).
- Scouting new candidates through job portals such as Jobstreet, JOBSDB, LinkedIn, and Facebook
- Managing recruiting by screening their resume through face to face or online / phone interview
- Conducted behavioral interviews, evaluated over 2,000+ candidates, and placed 200+ hires in strategic roles.
- Maintain candidate's process such as sharing suitable vacancies, get confirmation about them
process in client (such as getting confirmation to apply for the job, interview confirmation, candidate attendance for interview, and their feedback after interview process)

2. Consulting:

- Provided coaching to candidates, increasing successful placement rate
- Build strong good relationships with candidates to have trust in each other
- Provide advice on job opportunities that match with candidate skills and experience

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- Explain all detailed vacancies and company profiles to suitable candidates.
- Giving advice and solution regarding candidate's problems

3. *Marketing and Promotion*

- Accompany Japanese Native to visit client and give presentation about our service
- Make advertisement content every day in any job portal to attract new candidate
- Collaborated with Japanese executives for client presentations and cross-cultural hiring initiatives.
- Make a good promotion to all existing clients about our excellent candidates
- Contact with client PIC to help Native Japanese, and do negotiation to get smoothly placement

4. *Management and Research:*

- Advised clients on market insights, salary benchmarking, and recruitment strategies, improving client satisfaction by **40%**.
- Make own KPI/standard based on previous performance (weekly and monthly)
- Make own strategies to achieve KPI
- Providing detailed report to Manager (weekly and monthly) about all processes, including scouting candidate processes, interview processes, placement and follow-up candidate (until their probation finish)
- Make a monthly presentation and explain it to share good strategies and cases happen
- Research about client (company profile, main business/product, competitor, partner), so I can give more detailed information to candidate

HR Administration Staff and Consultant Support

November 2016 – February 2017

- Collect data and CV from Career Adviser
- Insert the data from candidates' CV into porters (bank data of company), and give the ID to Career Adviser
- Translating the documents, especially Indonesian CV from candidate
- Make a good CV of candidate
- Sometimes, handle job as Sales Coordinator, when SC not coming to office, such as handling the phone, ensure the candidate get the interview schedule
- Sometimes, handle job as Assistant of Japanese Recruitment Adviser, when the assistant does not attend to office such as matching job, get confirmation from candidate, double check the data of candidates, send interview invitation
- Help Sales executives to scout new candidates that match the requirements of our clients
- Help Native Japanese to arrange interview schedule between clients and candidates

Achievement

January 2018 – May 2021

1. January 2021 – May 2021 : 120%

Detail achievement : January (83%), Feb (74%), March (130%), (April 225%), May (210%)

2. July 2020 – December 2020 : 136 %

Detail achievement : July (98%), August (110%), September (205%), October (180%), November

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(89%), December (134%)

3. January – June 2020 : 138%

Detail achievement : January (250%), February (85%), March (90%), April (112%), May (210%), June (176%)

4. July - December 2019, total achievement : 176%

Detail achievement : July (140%), August (171%), September (110%), October (81%), November (204%), December (384%),

5. January - June 2019, total achievement : 166%

Detail achievement : January (164%), February (111%), March (189%), April 93%, %, May (210%), June (227%)

6. July - December 2018, total achievement : 190%

Detail achievement : July (102%), August (141%), September (58%), October (202%), November (104%), Dec (531%)

7. January - June 2018, total achievement : 130%

Detail achievement : January (102%), February (85%), March (116%), April (168%), May (224%), June (77%)

INDONESIA DEFENSE UNIVERSITY

February – May 2016

International Researcher | Education

May 2016

- Location of research in Hanoi, Vietnam
- Theme of research is “Vietnam Foreign Policy: A Turning Point for National Interest and State Sovereignty”
- Search and collect the data from Vietnam Defence Institute, Ministry Defence of Vietnam, Vietnam Military Industry, and more

Local Researcher | Education

February 2016

- Location of research in Solo, Central Java
- Theme of research is “Potensi PT Sritex Sebagai Industri Pertahanan Dalam Mendukung Diplomasi Pertahanan Indonesia”
- Search and collect the data from CEO of PT SRITEX, International Cooperation Division Of PT SRITEX, Solo Government, and more

INTERNSHIP EXPERIENCE

PT STRATEGY ALIANSI KOMUNIKA

September 2013 – January 2014

Internship as Media and Monitoring Staff | Publishing / PR Consulting

- Reading the news from newspapers, magazines, and tabloid, about the Company that becomes our client
- Collect the good news about the companies as our clients
- Make daily report for good and bad news from that news to consultant of our company
- Make documentation companies that become our client into files

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VOLUNTEER EXPERIENCE

MI AL KHAIRIYAH

June 2013 – September 2013

Volunteer as Teacher | School (Education)

- Handling and teaching English subject and local lesson (civic education subject)

RADIO ANNOUNCER EXPERIENCE

101. FM

January 2013 – May 2013

Announcer | Local Radio station

- Handling western music section
- Give information about the history of western songs, western artist

107.7 FM

September 2011 – November 2012

Announcer | Campus Radio Station

- Handling western music section, education section, and news about campus
- Give information about the history of western songs, western artists
- Give information about education, history of famous figures in education
- Give information about campus life, campus events

FREELANCE EXPERIENCE

Komunitas Film Pendek Jakarta

August 2020 – June 2023

Public Relation (Humas), Social Media, and Production Division | Film Community

A. *Public relation & Social Media :*

- Maintain good relations with media partners such as production houses, campuses, institutions, and other film maker communities
- Create a draft article that will be posted on the official social media account (Instagram, Twitter)
- Become a Master of Ceremony (MC) in events which created by the community
- Collaborating with media partners and production houses to screen films and review films
- Maintaining community official accounts (instagram, twitter, and youtube)
- Do analysis of trend issues (related film/movie industry, or social issues), and write the content that will be posted on official social media accounts (instagram)
- Handling promotion activities with external relations.

B. *Production :*

- Involved for film making process, from pra-production, during production, and pasca production

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RESEARCH

- Strategy of Cooperation in Counter Terrorism through ASEAN Defense Minister's Meeting plus to Increase Counter Terrorism Ability in Indonesia (Thesis on 2017)
- Vietnam Foreign Policy : A Turning Point for National Interest and State Sovereignty (mini research 2016)
- Brexit Effect on Economy side (mini research on 2016)
- Implementasi Prinsip Efisiensi Di Kementerian Luar Negeri (Prinsip Efisiensi Menurut Harrington Emerson) (mini research on 2016)
- Analisis Sekuriti Dalam Perspektif World System Dan World Security Theory. Studi Kasus : Kebijakan Ekspansi Politik Dan Ekonomi Tiongkok Di Afrika (mini research on 2016)
- Kerjasama Pertahanan Di Kawasan Dalam Menunjang MEF (Minimum Essential Force), Studi Kasus Pada Asean Politic-Security Community (mini research on 2016)
- Kerjasama Australia-Indonesia Dalam Peristiwa Bencana Tsunami Aceh (mini research on 2016)
- Potensi PT Sritex Sebagai Industri Pertahanan Dalam Mendukung Diplomasi Pertahanan Indonesia (mini research on 2016)
- Redefinisi Budaya Masyarakat Solo di Tengah Isu-Isu Terorisme (mini research on 2016)
- Representation of Jokowi's Self-Image on Film "JOKOWI" (thesis on 2014)
- Pengaruh Film Iron Man 3D Terhadap Minat Menonton di Bioskop di Kalangan Siswa SMA Pekanbaru (mini research on 2013)