

SHAFIRA PERMATA AYUNDA

East Jakarta, Indonesia 13890 • +62-881-1233-158
shafirayunda@gmail.com • linkedin.com/in/shafirayunda/

I am enthusiastic about the opportunity to work in the Human Capital field, with hands-on experience in Talent Acquisition and Talent & Performance Management, leveraging my skills to contribute effectively to the organization's strategic human capital initiatives

EDUCATION

Universitas Negeri Jakarta <i>Bachelor's degree in Psychology (GPA: 3.63)</i>	East Jakarta, Indonesia August 2016 – August 2020
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WORK EXPERIENCE

PT Tower Bersama Group <i>Talent & Performance Management</i>	Jakarta, Indonesia October 2025 – Present
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- Manage the end-to-end performance management cycle, including KPI setting, review, and evaluation
- Manage and coordinate the employee promotion process in line with performance and talent assessments
- Support talent identification, mapping, and succession planning for key positions
- Monitor and evaluate individual development plans (IDP) and talent development programs

Talent Acquisition	May 2022 – October 2025
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- Delivered end-to-end recruitment fulfillment with full vacancy coverage, aligning talent acquisition strategies with business needs to support operational growth
- Managed large-scale internship and TLDP recruitment, attracting 9,000+ TLDP and 7,000+ internship applicants, hiring 13 TLDP candidates, and placing 25 interns across multiple departments
- Led the development of the career website, enhancing candidate experience and reducing reliance on external job portals
- Proactively monitored employee contracts, achieving 99% on-time renewals and minimizing contract lapse risks
- Expanded the outsourced talent pipeline (*Fishing for Talent*), contributing to a 12% increase in vacancy fulfillment through internal projections
- Created engaging employer branding content for Instagram @tbigcareer, showcasing company culture, values, and employee success stories
- Revamped the Employee Referral Program (*TBIG Got Talents*), increasing employee participation by 109% and referral hires by 42% through targeted incentives and streamlined processes
- Conducted job analysis with Organizational Development for 15 roles, ensuring clear role definitions, competency mapping, and alignment with business objectives

PT Infrastruktur Bisnis Sejahtera <i>Recruitment and Personnel Admin</i>	Jakarta, Indonesia June 2021 – June 2022
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- Managed end-to-end recruitment processes for various organizational roles
- Monitored employee contract periods and maintained organizational structure in SAP
- Administered and maintained accurate employee data by managing personnel documents in SAP and Talenta
- Handled HR administration, including employment contracts (PKWT/PKWTT), reference letters, mutation letters, and employment status documentation

PT Akulaku Indonesia <i>Recruiter (Internship)</i>	Jakarta, Indonesia December 2020 – January 2021
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- Sourcing and screening candidate CVs.
- Helping to arrange and assist in interviews.

Bank Indonesia <i>Human Resources (Internship)</i>	Jakarta, Indonesia July 2019 – September 2019
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- Developing a gamification concept for recruitment
- Filling documents in the Human Resources department

SKILLS

Skills: Behavioural Event Interview (BEI), Psychological Testing, Recruiting & Talent Acquisition, Performance Management, Talent Management, Microsoft Excel, Communication, Teamwork, Time Management, Problem Solving, Critical Thinking, Adaptability, Discipline Execution