

# JULIANA PHILIP

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 Kuala Lumpur, Malaysia

## SUMMARY

Seasoned HR Practitioner with 18 years of people experience across APAC, specialising in **Compensation & Benefits, HR Transformation, HR Tech implementation, AI-for-HR solutions, and People Analytics**. Adept at designing data-driven frameworks, digital employee journeys, and scalable HR systems for startups, SMEs, and multinational organisations.

Highly proficient with **HRIS and digital collaboration tools** including **HiBob, Culture Amp, Trello, Notion, BambooHR, ATS platforms (Greenhouse, LinkedIn Recruiter)**, as well as AI tools for workflow automation (n8n), employee insights, and training simulations.

Fast learner, tech-forward, and adaptable to multicultural environments. Willing to travel or relocate for global consulting opportunities.

## CORE TECH & HR CAPABILITIES

- **HR Tech Platforms:** HiBob, Culture Amp, BambooHR, Workday (user), SuccessFactors (user),
- **ATS Systems:** LinkedIn Recruiter, JobStreet Talent Search, Greenhouse
- **AI & Analytics:** AI agentic workflows, AI employee creation, ChatGPT, Google Data Excel analytics
- **Collaboration Tools:** Trello, Notion, Miro, Slack, Microsoft Teams, Asana
- **Learning & OD Tools:** Kahoot, Mentimeter, LMS systems, virtual training tools
- **Automation:** n8n, Zapier, Google Workspace automation

## EXPERIENCES

### **MyHROutsource.com - Freelance HR Trainer & Consultant**

March 2023 - Ongoing

- Design meaningful employee journeys for start up organisations and provide practical and data driven solutions.
- Some of the successful projects carried out so far in this role include: HR Audit, Recruitment, Employee Handbook Creations, Benefits Gap Analysis, Designing Performance Framework and General People Advisory for start ups and SME organisations based in Malaysia & Singapore
- Customised public & Internal trainings conducted: Competency and Behavior Based Interviewing, Recruitment Skills, Cultural Diversity in the Workplace, Bias Awareness, Speaking up with confidence, Talent Management, Role Analysis, Salary Structure and Grading design, Total Rewards
- **Currently learning and applying Ai knowledge in creating AI Employees and Agentic AI for clients**

**Key Achievements:** Designed a series of training for Reward Professionals called Certified Reward Professional Program. Customise & delivered multiple training modules according to client needs and business requirements.

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## Luno, Malaysia - Senior People Partner (Fintech)

SEPT 2021 - JAN 2023

- Supported APAC (Malaysia, Singapore, Indonesia, Australia) using **HiBob** for HRIS, data tracking, and people analytics.
- Managed **end-to-end people operations**: C&B, payroll coordination, ER, and cross-border compliance.
- Leveraged **Culture Amp** to run engagement surveys, interpret data, and design cultural interventions.
- Led **change management** for Performance Management System adoption through digital tools and remote enablement methods.
- Managed regional workforce information using **HR dashboards**, Excel analytics, and internal collaboration platforms.

## Key Achievements

- Drove performance system harmonisation using data analysis and digital adoption approaches.
- Built simplified digital HR workflows and documented processes using **Notion**.

## Coty, Malaysia - HR Manager (Retail)

SEPT 2018 - DEC 2020

- Supported the sales office based in Malaysia for all people related functions
- Conducted extensive market research to obtain data to design a benefits gap analysis and harmonised benefits policies
- Led a restructuring project which involved analysis of impacted employees, and appropriate packages aligned with local requirements
- Forecasted headcount requirements and filled vacant positions within a reasonable turnaround time
- Designed a structured internship program and used historic data to analyse intern qualities, identifying the relevant universities to develop partnerships with and created a steady source of intern resumes
- Oversee and administer all matters relating to employee relations
- Managed payroll for approximately 80 headcount
- Spearheaded employee engagement activities and established a structure for employees to form teams and subsequently take over and manage
- Successfully led a few employee wellness & L&D initiatives (to increase the utilization of learning hours)

**Key Achievements: Led a Benefits Harmonisation Project. Established a framework for employee engagement structure to be led by employees and started a weekly Fridays Self-Learning cafe to create a culture of learning and growth.**

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## **Mercer, Malaysia - Senior Consultant (Consulting)**

SEPT 2012 - SEPT 2016

- Started in this role with zero Compensation & Benefits (C&B) knowledge and learnt the role from scratch. At the end of my role, I was successful in converting at least 90% of all client enquiries into engagements and increased the revenue base for Mercer in various talent products
- Transitioned from business development role to supporting in projects, leading projects, benefits consulting to mobility consulting and eventually learning & development
- Some of the consulting projects involved were in Compensation & Benefits, General & High Tech Salary Survey, customised benefits gap analysis, employee engagement projects and global mobility
- Spearheaded the design of a survey with the Shared Services and Outsourcing (SSO) industry in Malaysia & led mobility focus group discussions with potential prospects to tailor and design relevant training solutions
- Won the most innovative award for creating a revenue opportunity within the Learning & Development function

**Key Achievements: Spearheaded mobility project opportunities in Malaysia & organised client education and advisory sessions. Created new revenue opportunities within the learning & Development space for Mercer in Malaysia & established a new survey vertical for the business.**

## **Pasona, Singapore- Senior Talent Consultant (Recruitment Agency)**

JUNE 2010 - SEPT 2012

- Based in Singapore to support Japanese industries with their hiring needs
- Conduct behavioural assessment of candidates through face to face interviews to understand their experiences and matching them to the right client' roles
- Developed own client base and managed them through strategic relationship management

**Highlight: Designed a cultural immersion program to assimilate different cultures within the workplace**

## **Kelly Services, Malaysia - Senior Recruitment Consultant (Recruitment Agency)**

MAY 2009 - JAN 2010

- I started from scratch in this role as an eager beaver to learn recruiting from an agency perspective, was earmarked to take on a team lead role in the KL office after a successful management of the Subang office (I was based there then)
- Responsible for managing walk in candidates, interviews and sourcing for potential clients within the manufacturing and FMCG industries in Subang and Shah Alam areas
- Conduct behavioural assessments of candidates before profiling them to respective clients, matching their skills to the right vacancies
- Supported in the Coca Cola bottlers first manufacturing plant set up in Malaysia bulk hiring, including set up of assessment tools, rooms and designed the necessary assessment questions for candidates to progress to the next interview phase

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- Proactively conducted career advisory training sessions for candidates and sought for new clients through call calling and door knocking (back then this was acceptable)

## **Marcus Evans, Malaysia - Senior Sales Manager (Corporate Events)**

NOV 2004 - NOV 2008

- My first role after graduating from university was purely to earn good money and travel which I did but at the same time, I was also drawn to people management and moved closer towards HR related functions within this role such as recruitment, coaching and talent development
- Successfully built a client base in the European and AMEA regions and managed client relationship to ensure continuous support in all our events organised in Dubai
- Proactively researched leads and approached them to establish their presence in the middle east through the events organised by Marcus Evans
- Successfully led a team of sales professionals in driving sales and consistently exceeding targets, including all aspects of performance such as coaching, training and engagement efforts
- Designed sales training and onboarding modules for new hires and ongoing lead research training every quarter for new events
- Responsible for interviewing and hiring for the team as and when required (high turnaround for sales team)

## **EDUCATION**

**Nottingham University - Masters in Organizational Psychology, 2020**

**University of Malaya - Degree in Information Technology (IT) Management, 2004**

**London School of Clinical Communication & Hypnosis (LCCH) - Foundation in Hypnotherapy, 2024**