

Alexandra Shagzhina

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- International HR professional with 15 years of experience in China, Hong Kong, Moscow working in global recruitment, executive search, in-house HR teams. Enthusiastic team contributor, committed to achieving corporate goals.
- Persuasive, solution-orientated communicator partnering with stakeholders to design inclusive hiring and performance management experience.
- Prior to HR consulting Alexandra worked in China in the consumer goods industry and developed a good understanding of Chinese business culture and international trade. Native Russian speaker, fluent in English and Mandarin.

EDUCATION:

2016	Hong Kong University, Hong Kong S.A.R Corporate Finance
2003	Buryat State University, Russia Master's Degree in Arts with Honours, Chinese and English Languages and Philosophy
2002	Moscow State University, Moscow, Russia Institute of Asian and African Studies, Scholarship

WORK EXPERIENCE:

Wikimedia Foundation, Remote Dev 2021 - Current
Developer Advocacy Project/Learning and Development

- Development and management of a popular tools for small language wiki communities survey.
- Development of learning toolkits and videos to demonstrate the use of essential tools for Wikipedia, Wikidata, and Commons for developers.
- Writing a blog contributing to Free/Libre Open Source Software (FLOSS) about development practices and community norms.
- Working within a team of Developer Advocates and a Technical Writers working on Wikimedia projects.
- Preparing tutorials and other documentation to introduce new concepts and provide a more complete picture of how to use Wikimedia products and services.

Empower Access Group Ltd., Hong Kong, Moscow Jan 2015 – Nov 2021
Established in Hong Kong to cater to multinational companies, Empower provides full spectre of strategic HR advisory services including executive search, recruitment, RPO, leadership training and team development, executive coaching services globally.
HR Consultant

- Developed over ten (10) global recruitment accounts, global and Hong Kong companies in the (FinTech, Fashion/consumer goods industry within the first year of the business. Companies including Jordache, Kit&Ace, Jockey, Lululemon, Standard Chartered, UBS etc.
- Delivered corporate trainings at Metta HK, TopShop, Russian Club HK, WeWork (HK), HSE (Moscow). Became an official recruitment partner at the InvestHK (HK government) recruitment panel.
- Career advancement consulting to over thirty (30) IT talents and business leaders, as the result enabled change industries, get internal promotion/relocations. Organised several tech conferences in Hong Kong.
- Executive Search/an EU Gaming start up: created a reporting system, improved the HR CRM; hired Country Managers, IT Lawyers, Affiliate managers (Japan, Norway, India); Improved communication procedures with senior candidates; Improved hiring managers communications with professional reports; Worked with senior leadership (COO, team); Moved forward roles that weren't moving for over six (6) months.

- Currenzie (FinTech start up): worked with CEO to setup HR branding strategy, recruitment/HR policies, communications strategy. Hired CTO, Finance manager, organised marketing event for 100 participants.
- A luxury global retailer, e-Commerce leader. Recruitment consulting project: created a funnel of senior candidates (DevOps, QA, Developers, PM) to meet hiring targets. Used tools: advised on advertising on LinkedIn, using multiple recruitment agencies, created multiple job descriptions, formulated the career progression opportunities, enrolled stakeholders into recruitment budgets and processes, new tools and sources. Screened, presented, interviewed over 30 candidates. The workload was handled by a team of 8 junior recruitment consultants.

Randstad Hong Kong Ltd., Hong Kong

May 2014 - Dec 2014

Randstad is the world's second-largest HR service provider founded in the Netherlands and operates in around 39 countries. In 2013, the company achieved a turnover of €16.6 billion with around 28,000 people worldwide.

Team Leader – Supply Chain, Engineering reporting to the Associate Director.

- Led a team of two (2) Consultants, was driving the business development and team management.
- In five (5) months, successfully recruited teams for clients including a Spain second largest retailer, and a European luxury brand as key accounts.
- Trained team, as the result we became the industry specialist, met KPIs, started the market mapping, developed the database.

Solomann Executive Search, Hong Kong

Jan 2013 - Apr 2014

A retained executive search firm with offices across Hong Kong, Shanghai, Kuala Lumpur and Singapore. Most of the FTSE 100 companies and Fortune 500 companies have retained the company for their searches.

Principal Consultant – Manufacturing, Supply Chain reporting to the Executive Director. Business development and execution of assignments from retained search proposals preparation and search strategy agreement with the client to execution, which includes market mapping, candidates' interviews and the screening process, profiles presentation for further client interviews and offer management, the search overview and market analysis.

- Successfully developed key accounts in the Consumer Goods industry. Executed C level retained search mandates from the leading Sportswear and Retail companies.
- Implemented and trained the research team on cold –calling and market mapping techniques.
- Improved the existing database and drove the research centre initiative, which resulted in building an in-house research team based in Kuala Lumpur. Total billings over 3Mln HKD a year. As the result the team was awarded with the annual trip to London.

ConnectedGroup, Hong Kong

Feb 2009 – Jul 2012

A privately own enterprise and has developed from a technology search firm into a full spectrum human capital consulting firm. With offices in Asia and Middle East the company provides effective leadership solutions for clients.

Manager – Supply Chain, Engineering reporting to the Managing Director, Group CEO

- Manager of the Supply Chain team, driving business development, client management, talent mapping, executing regional searches. Top biller in the company, consistent 3Mln HKD billing.
- Started as a Senior Consultant and successfully developed the Supply Chain practice consisting of three (3) members, Manager, Consultant and Researcher, promoted to the Manager, hired and trained the team.
- Since joining the company acted as a member of leadership team at the Group level, implemented appraisal system, created and executed supply chain executives survey project in 2010. Developed the business relations with a number of organisations in the Manufacturing, Logistics and Sourcing industries. Top billing Consultant and team for years 2010, 2011, H1 of 2012. Placed candidates at UBS, Flextronics, Johnson Electric, Pets At Home, and others.
- Developed key accounts in FMCG, Apparel, Retail, Technology. This included market map, talent assessment, finalizing arrangements between clients and candidates, successful placements and following up. Created industry salary surveys, corporate brochures and presentations, reviewed recruitment policies to ensure effectiveness of selection techniques and recruitment program.
- Successfully carved out a Supply Chain industry desk within initially technology recruitment firm in a post financial tsunami market environment. Established and developed the Supply Chain clientele and became a top billing Consultant for the company.

Michael Page International, Hong Kong

Dec 2007 - Dec 2008

One of the world's leading recruitment consulting companies with offices worldwide.

Recruitment Consultant – Engineering reporting to the Team Manager and Associate Director

- Business development across Manufacturing & Supply Chain in Hong Kong and Southern China. Conducted structured interviews with professionals from junior to senior management level.
- Provided recruitment consulting to local and multinational companies in Hong Kong and China. Regularly exceeded KPI targets and maintained a high level of performance.
- Managed sales targets and projected monthly and quarterly revenues. Promoted the Michael Page brand through comprehensive client servicing and effective candidate management.
- Contributed to the team by achieving the KPIs and becoming one of the high performers within first few months in a highly competitive environment.
- Successful placements including General Manager, Senior Sourcing manager, Logistics Manager to name a few. Became a top biller for the quarter 2 times.

INTERESTS AND ACTIVITIES:

Member of FinTech Association of Hong Kong

Women in Tech APAC