

KIM AGUENZA

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LEADERSHIP SUMMARY

People and HR leader with 10+ years of experience leading end-to-end human resources strategy and operations within media, agency, and high-growth environments. Trusted advisor to executive leadership with responsibility for HR and workplace operations, aligning people and workplace strategy with business objectives through organizational design, workforce planning, performance and compensation strategy, and employee engagement. Known for building scalable functions, strengthening manager capability, ensuring compliance, and delivering high-quality employee experiences across the full employee life cycle.

CORE COMPETENCIES

HR Strategy & Leadership | Business Partnering | Organizational Design | Workforce Planning

Performance Management | Compensation & Total Rewards | Employee Relations

Talent Acquisition | Leadership Development | Employee Engagement

HR Operations & Compliance | Change Management | Succession Planning

Workplace Operations | Office & Facilities Management

PROFESSIONAL EXPERIENCE

Director, Human Resources

October 2024 - current

Harmelin Media

Bala Cynwyd, PA

- Serve as senior HR leader for a full-service media agency, owning end-to-end people strategy and advising executive leadership on organizational design, workforce planning, and talent priorities
- Lead all core HR functions including HR operations, talent acquisition, performance management, benefits, employee relations, learning and development, and compliance
- Partner closely with department leaders to strengthen manager effectiveness, drive accountability, and support team growth and engagement
- Ensure compliance with federal, state, and local employment laws; oversee policy development, employee relations matters, and risk mitigation
- Optimize HR processes, systems, and reporting to improve operational efficiency, data-driven decision-making, and employee experience
- Develop a 7-person HR org, overseeing HR operations, talent acquisition, performance management, benefits, employee relations, learning and development, compliance, front desk, and office management

Head of Human Resources

August 2020 - August 2024

Malka Media, *Subsidiary of MoneyLion*

Jersey City, NJ

- Led the HR function for a high-growth media company, providing strategic and hands-on leadership across HR operations, talent acquisition, learning and development, performance management, compensation, benefits, HR systems, and compliance

- Served on the company's operational committee, partnering with owners and senior leaders on people strategy, organizational health, and employment risk
- Designed and executed annual performance management and compensation review cycles, aligning rewards with business goals, budgets, and market benchmarks
- Built and managed end-to-end employee life cycle processes, including onboarding, performance reviews, development planning, and offboarding
- Oversaw contingent workforce strategy, including approvals, contracts, renewals, and compliance tracking
- Implemented HR systems, processes, and reporting standards that improved scalability, data accuracy, and employee trust
- Led full-cycle recruiting and implemented an ATS to support efficient, scalable hiring
- Managed and developed HR Generalists and Office Management staff

People & Culture Manager (*role impacted by COVID-19*)

FIRST Agency

March 2019 - March 2020

New York, NY

- Provided comprehensive HR support across main lines of business covering employee life cycle processes, employee relations, talent retention, benefits, employment law, policies & procedures, compensation, and compliance
- Led the bi-annual compensation review process for the US, partnering with client and department leads to conduct talent mapping, ensuring alignment with organizational goals
- Created and led internal training programs, including onboarding and managerial training, to enhance employee skills and alignment with company culture
- Managed weekly, monthly, quarterly, and annual reporting of department metrics, such as hiring activity, attrition, employee engagement, to monitor and improve HR performance and allow for data-driven decision making as it related to organization design, succession planning, employee engagement programs, and process design
- Oversaw the Benefits function, ensuring accurate processing of deduction reports, enrollments, and terminations, as well as the introduction of new benefits offerings and vendor transitions
- Supervised the P&C Associate responsible for benefits administration and other HR responsibilities, fostering a collaborative and efficient team environment

HR Generalist

Critical Mass

March 2016 – March 2019

New York, NY

- Delivered comprehensive HR support across key areas including talent retention, employee recognition, benefits administration, training & development, employment law, policies and procedures, employee relations, compensation, employee changes, and compliance
- Conducted new hire orientations, benefits orientations, and check ins ensuring a smooth transition for new employees; developed manager training used to level set expectations of people managers at the agency
- Prepared and executed all essential employee paperwork, including new hire documents, salary increases/promotions, employment verifications, letters of employment, and exit paperwork, maintaining accuracy and compliance
- Managed additional background checks and documentation as required by clients, ensuring adherence to legal and client-specific requirements; complied with audit requests

- Led talent mapping discussions with office leads to evaluate and strategize the performance and potential of all NY employees, fostering a culture of growth and achievement
- Recruited for and managed the Summer Intern Program in the NY office, providing opportunities for learning and professional development

HR Coordinator

WageWorks, Inc

August 2014 – December 2015

San Francisco Bay Area, CA

- *HRIS and ATS Management* - Managed and audited all data within the Human Resources Information System (HRIS) and Applicant Tracking System (ATS), including overseeing the seamless data export from ATS to HRIS, enhancing efficiency and accuracy
- *Comprehensive HR Support* - Provided multifaceted HR support, encompassing employee relations, benefits administration, compensation management, employee changes, and compliance, ensuring alignment with organizational goals and legal standards
- *Employee Transitions & Communications* - Prepared and executed internal documentation for employee changes, including crafting offer letters for promotions and external candidates, ensuring timely and accurate communication
- *Employee Lifecycle* - Assisted with the complete onboarding process for new hires, including paperwork and orientation, as well as the off-boarding of employees; managed termination paperwork and final pay in accordance with state laws, ensuring a smooth transition for both incoming and outgoing staff

Program Assistant

International Finance Corporation

November 2010 – June 2014

Washington, DC

- *Office Management* - Provided comprehensive administrative support, including dispatching routine correspondence, managing files and databases, scheduling, and orchestrating departmental events; compiled briefing materials and handled both domestic and international travel arrangements, ensuring seamless operations
- *Recruitment Support* - Assisted the HR Business Partner with departmental recruiting efforts, including assembling applicant packages, shortlisting candidates, and coordinating interview schedules, contributing to an efficient hiring process

Benefits & HRIS Assistant

Dickstein Shapiro LLP

June - September 2010

Washington, DC

- *Benefits & HRIS Support* - Collaborated with the Benefit Administrator and HRIS Administrator, providing essential support for all related processes, ensuring efficiency and compliance
- *Data Reporting* - Responded to requests for demographic reports and conducted ad hoc reporting using the Cognos reporting system, delivering accurate and timely insights to support decision-making

Team Assistant

International Finance Corporation

June - August 2009 & January - June 2010

Washington, DC

- *Administrative & Logistical Support* - administered dispatch of routine correspondence, file and database management, compilation of briefing materials, and expense reports

EDUCATION

Christopher Newport University

Newport News, VA

Bachelor of Arts with a double major in Psychology and Communications

December 2009