

Sylvia Yang

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PROFESSIONAL SUMMARY

- Proficient in both agency and in-house recruitment models, specializing in attracting middle to senior-level candidates and volume hiring with 7 working experiences.
- Killed in formulating and implementing targeted talent sourcing strategies, able to manage multiple recruitment projects simultaneously, knowledgeable in China labor laws.
- A result-oriented team player, strong communication skills, promoting diversity, equity and inclusion.

EXPERIENCE

KORN FERRY

Founded in 1969 and headquartered in Los Angeles California, a global organizational consulting firm delivering on five core areas: Organization Strategy, Assessment & Succession, Talent Acquisition, Leadership & Professional Development and Total Rewards.

Recruiter

Oct 2021 – Nov 2022

- Report to Regional Client Solution Director, lead Associate Recruiter, delivery end-to-end outsourcing recruitment solutions. Emphasis was placed on offering a comprehensive, strategic, and consultative approach to ensure successful talent acquisition and optimal staffing outcomes.
- **Recruitment Strategy Development:** Collaborated closely with hiring managers to conduct personalized Recruitment Strategy Meetings for each unique requisition. Effectively identified and outlined staffing requirements, ensuring alignment with organizational goals and business needs.
- **Candidate Sourcing and Channel Analysis:** Led the formulation and execution of targeted sourcing strategies, incorporating a detailed analysis of recruitment channels. Actively sought out high-quality passive candidates to create a steady, reliable talent pipeline tailored to the evolving needs of the business.
- **Talent Market Intelligence:** Utilized a data-driven approach to assess, shortlist, and provide critical insights on candidate pipelines. Continually gathered and disseminated valuable talent market intelligence, informing and influencing internal decision-making processes.
- **Brand Ambassadorship and Candidate Experience:** Represented the company as an ambassador, enhancing the organization's brand image in the talent market. Committed to delivering a positive candidate experience, from the initial touchpoint through the negotiation of offers and onboarding, resulting in increased candidate engagement and conversion.
- **Recruitment Process Efficiency:** Conducted weekly meetings with the HRBP Head to provide detailed updates on recruitment progress. Formulated and implemented actionable plans for each aged requisition, striving to continually optimize recruitment delivery efficiency and exceed performance benchmarks.

OGILVY GROUP, WPP

Founded in 1948 and headquartered in America, a global 4A agency experts in Advertising, Experience, Public Relations, Health, and Consulting work fluidly.

Senior Talent Acquisition

Apr 2019 – Sep 2021

- **Leadership & Strategy:** Leads a team of 2-3 sources, fostering an environment that encourages collaboration, growth, and achievement. Responsible for driving the creation and execution of strategic HR plans, ensuring alignment with the organization's overall objectives.
- **Full-Cycle Recruitment:** Partners with hiring managers to fully understand recruitment needs, develops job descriptions, and establishes hiring criteria. Manages all aspects of talent acquisition, from job postings and candidate sourcing to application review, interview scheduling, conducting interviews reports, reference checking, offer generation, and onboarding.

- **Sourcing Strategy:** Develops and implements innovative sourcing strategies to ensure a consistent supply of qualified candidates. Utilizes a variety of channels to build a robust candidate pipeline. Harnesses active and passive talent, internal referrals, agencies, universities, industry forums, and long-term talent pools to fulfill recruitment needs.
- **Campus Recruitment:** Owns campus recruitment programs, planning, and executing these initiatives from written examination to assessment center. Analyzes talent funnels and market data, generates reports, and provides insights to improve recruitment strategies.
- **New Hire Onboarding:** Facilitates the onboarding process for new hires, bridging communication between them and department heads. Oversees orientation, periodic 1on1, and performance coaching to ensure successful integration.
- **Employee Relations:** Handles corporate policies and employee relations inquiries in line with WPP Group requirements, acting as a key performer in this area.
- **HR Projects:** Takes creation of an internal referral policy, the Best Mentor program, the Young Ogilvy-er program, and yearly health examination management.
- **Reporting:** Prepares and presents Talent, HC, Chun Rate, and other required monthly or yearly reports for the WPP Group.
- **Achievements:**
 - Established a new content marketing team "CONTENTFORCE" and filled Video Lead, Producer and Data Analyst roles within one week.
 - Restructured an auto IMC team, filled Creative Director/Media Account Manager/SAE/Art Director.
 - Achieved cost savings by filling the SHRM rather than vendor.
 - Successfully implemented HR recruitment information system, Avature.
 - Orchestrated the early phase recruitment for the 2019&2020 Fellowship.

RANDSTAND CHINA

Founded in 1960 and headquartered in Netherlands, Fortune global 500, a global leader in the HR services industry.

Recruitment Consultant

May 2018 – Mar 2019

- **Industry-Specific Recruitment:** Managed recruitment for middle to senior-level positions in the manufacturing and internet industries across Greater China. Served as a key contact point between the company and potential hires, ensuring candidates had a thorough understanding of the company's business model and vision before the interview process.
- **Client Collaboration:** Regularly interacted with HRs to understand hiring needs, coordinated interviews in a professional manner, and provided go-to-market insights.
- **Talent Mapping and Sourcing:** Formulated talent mapping strategies and implemented sourcing tactics through job boards, referrals, warm & cold calls, LinkedIn, and other channels.
- **Candidate Screening and Interviewing:** Conducted initial interviews with qualified candidates to identify competences, providing professional career development guidelines.
- **Successful projects:**
 - Successfully closed the recruitment for a Quality Manager position within two weeks, earning the record for fastest delivery among new staff.
 - Fulfilled recruitment needs for key positions such as Product Manager, IOS Developer, Android Developer, etc.

BONDWEST CONSULTANTS

Recruitment Consultant

HK Searching Firm
Mar 2016 – Apr 2018

- **Client Acquisition:** Identify, engage and cultivate relationships with potential clients within E-commerce, Finance, and Manufacturing industries. This involves strategic market research, direct outreach, and setting up introductory meetings to discuss potential partnerships.

- **Contractual Negotiations:** Manage all stages of contract negotiations, from initial discussions to the signing of the trial order, ensuring both parties have mutually beneficial terms of agreement.
- **Job Analysis and Client Requirement Management:** Evaluate job descriptions in detail to determine and understand essential candidate qualifications and skills. Regularly communicate sourcing status to clients and use market intelligence to meet specific client hiring needs.
- **Industry Research:** Consult with candidates to obtain comprehensive industry-specific information and unique insights into job competencies, which helps in understanding the industry trends and talent requirements better.
- **Talent Mapping and Sourcing Strategy:** Develop detailed talent mapping to identify potential candidates. Implement targeted sourcing strategies utilizing a wide range of channels such as job boards, curated lists, professional referrals, warm and cold calls, LinkedIn, among others.
- **Candidate Interview and Assessment:** Conduct preliminary video interviews with eligible candidates to assess their competencies and fit for specific roles. This includes identifying their strengths, weaknesses, potential growth areas and their suitability for the roles based on these assessments.
- **Offer Management and Onboarding Support:** Negotiate employment offers, manage candidate reference checks, and handle all communication pre and post onboarding to ensure a smooth transition for candidates into their new roles.

PROJECT EXPERIENCE

2019 & 2020 Campus Recruiting - Fellowship

2019/9-2020/12

- ✓ Status: Employee value proposition based on campus hiring campaign first year in GZ office. The 2-year program allows exceptional young talent to work on a variety of projects, rotating across the Ogilvy group to get first-hand work experience with creatives, planners, account managers, designers and technologists.
- ✓ Responsibilities: Lead 4 people team and work as project manager to design the whole workflow of campus recruitment, including project mission and value transfer, hiring target audience positioning, online and offline marketing publishment, teamwork clarification, notice during implementation phase, large scale interview facilities settlement, talent assessment center working out, recruitment selection metrics and data analysis report and rotation plan design, ect.
- ✓ Achievement: Offer 6 FTE graduates each year and replenish shortage of intern manpower; gained good reputation by hiring managers, HR teams and candidate sides. Applications submitted is 20% increase than first year.

Set up a new investment department

2017/7-2017/9

- ✓ Status: Agented a Fortune 500 investment banking company to search several positions of Senior Investment Manager and Investment Analysis due to business expansion rapidly on medicine, new energy, semiconductor industries.
- ✓ Responsibilities: Be responsible for all the recruitment business and mentoring an associate consultant. Connect with clients, deliver up to date recruitment requirement to researcher, plan sourcing strategy, renew contact, monitor offer, collect payment and follow up employment status.
- ✓ Achievement: Top biller in Q3 GZ office; Help to set up a new investment department and got client mostly satisfaction.

EDUCATION

UNIVERSITY OF GREENWICH

M.A in Business Administration, International Business

Sep 2023

UNIVERSITY OF MAINE AT PRESQUE ISLE

B.A in Business Administration, Management and Leadership

Jun 2023

ADDITIONAL INFORMATION

COMPUTER: Proficient in Word, Excel, PowerPoint, Workday, Moka, Avature

LANGUAGE: Cantonese, Mandarin, Good command of English

CERTIFICATION: Google Project Management Professional, Google Data Analysis Professional, IBM Data Analysis and Visualization Foundations