



HAFID ASFIYANTO

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Sidoarjo, East Java (Willing to relocate)

With over 3 years of experience as an HR Recruitment & POD professional in an FMCG distribution company supporting HR operations for 400+ branches across Indonesia, I am adept at working under pressure to meet tight deadlines and open to relocation. I am proficient in Microsoft Excel (LOOKUPS, INDEX-MATCH, nested IF, SUMIF, PivotTables, charts, data validation, etc.), Looker Studio (dashboards), Microsoft Visio (SOP mapping and flowcharts), and psychometric assessment tools (IST, Kraepelin, DISC, MSDT, PAPI Kostick, etc.).

Additionally, I have demonstrated strong leadership through my professional experience and organizational involvement.

Work Experiences

PT Sentralsari Primasentosa (Tancorp Group) - East Java

Oct 2022 - Present

Recruitment, People and Organizational Development Staff

Part of Tanlink Distribution (Tancorp Group subholding), distributing leading FMCG brands including Cleo, Vio8+, Super O2, Raja Rasa, Pyramid, Gold Rice, and Honey Go.

- Key achievement 1: Improved recruitment efficiency by developing an online psychometric testing system using Spreadsheets with advanced Excel formulas, Google add-ons, and Google Sites, reducing psychometric test report generation time from 10 min to 5 sec.
- Key achievement 2: Developed an automated turnover reporting system in Spreadsheets, used by 12 HR Personnel PICs at Head Office to record daily employee movements across 402 branches and automatically generate turnover dashboards and instant mutation, promotion, and demotion letters.
- Key achievement 3: Built a recruitment tracker in Spreadsheets with advanced formulas and dashboards, enabling real-time monitoring of candidate progress and reducing manual effort in consolidating monthly recruitment reports.
- Sourcing, screening, and conducting initial interviews for Sidoarjo & Surabaya Head Office positions (staff, supervisor, head levels).
- Administering recruitment psychometric tests, transfers, and promotions for the Head Office and 402 branches across Indonesia.
- Acting as the primary recruitment contact, monitoring activities handled by 12 HR Personnel PICs and resolving related issues.
- Managing end-to-end Management Trainee (MSDP) programs and large-scale recruitment initiatives.
- Managing end-to-end recruitment documentation and preparing turnover and recruitment SLA reports.
- Managed end-to-end training cycle (TNA, matrix, trainers coordination, CoET, execution, Kirkpatrick evaluation).
- Delivering monthly Microsoft Excel training sessions for new employees.
- Preparing training man-hour reports.
- Developing and updating organizational structures, job descriptions, SOPs, work instructions (IK), and HR-related forms.
- Compiling and analyzing HR KPI data, including dashboards on employee demographics and the growth of employees, branches, and fleet, plus turnover and other strategic HR reports to support management decision-making.

Psychodiagnostic Laboratory of UIN Malang - East Java

Jul 2021 - Jul 2022

Laboratory Assistant Coordinator (Internship)

Institution developing psychological assessment tools, conducting practical sessions, and coordinating with academic departments & labs to advance psychodiagnostics research and education.

- Led 14 laboratory assistants.
- Oversaw all laboratory activities under the supervision of the lab supervisor and head of laboratory, including student practicums, classroom instruction, test kit inventory management, and internal and external campus psychotest activities.
- Administered 20+ standardized psychological tests, including IST, CFIT, RMIB, Kraepelin, DISC, MSDT, and HTP.
- Served as a psychological test examiner at 12 off-campus institutions, including MTsN 1 Kediri, MAN 1 and 3 Jembrana (Bali), MAN 1 Bojonegoro, and Polkesma Malang.
- Scored, interpreted, and prepared psychological assessment reports for 481+ individuals.

Education

Maulana Malik Ibrahim State Islamic University Malang - East Java

Aug 2018 - Jun 2022

Bachelor of Psychology, 3.75/4.00

Organizational Experiences

LSO Peer Counseling OASIS

Mar 2020 - Jun 2021

Leader

- Served as a leader for one term, managing 33 members and 43 administrators.
- Oversaw organizational operations during the COVID-19 pandemic in collaboration with DEMA-F and SEMA-F.
- Initiated free peer counseling clinics, provided psychoeducation, and supported organizational branding efforts.

Member

- Completed peer counselor training.
- Delivered peer counseling and psychoeducation programs across schools, campuses, public spaces, and digital platforms.
- Prepared and documented counseling reports.

Skills

- **Hard Skills:** Psychometric testing (IST, Kraepelin, DISC, PAPI Kostick, MSDT, etc.), Microsoft Excel (LOOKUPS, INDEX-MATCH, nested IF, SUMIF, PivotTables, etc.), Microsoft Visio (SOP mapping and flowcharts), Looker Studio (dashboards), sourcing and talent pipelining (social media, job boards, networking).
- **Soft Skills:** Leadership, teamwork, problem-solving, time management (task prioritization and meeting deadlines), multitasking (handling multiple recruitment processes simultaneously), and decision-making.