



# Yoselin Goncalves de Nobrega

An energetic, hardworking, team player who enjoys working in a fast-paced environment with experience in human resources area and talent acquisition.

📍 London, UK

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## Links

[LinkedIn](#)

## Languages

English (Fluent)

Spanish (Native)

Portuguese (Fluent)

## About

Proven track record of developing and implementing strategic HR initiatives to drive organisational growth and optimised employee performance. Skilled in creating and maintaining a positive work environment while ensuring compliance with employment laws and regulations. Excellent communication and problem-solving skills with a passion for helping individuals thrive.

### BRANDS WORKED WITH

Analiticom

Inditex

Plop!

## Experience



### ● EMPLOYEE EXPERIENCE MANAGER

Inditex | Oct 2022 - Now

Stand-alone position to ensure that employees have a positive and rewarding work environment. Focus on creating a supportive culture that promotes employee engagement, satisfaction, and retention. Develop and implement strategies and initiatives to enhance employee well-being, training and development opportunities, and recognition programs.

Ability to develop recruitment strategies, conduct candidate sourcing, screen resumes, interview candidates, assess skills and qualifications, and make effective hiring decisions. Promote initiatives to boost retention to reduce employee turnover adapted to the store demographics and store needs always striving to improve HR KPIs.

Analyses company reports and works on actions plans to improve trends and move the store forward.

Build strategies and motivational initiatives to improve engagement and the overall employee experience and work culture.

Ability to identify training needs, design and deliver effective training programs, and evaluate their impact. Familiarity with various training methodologies, learning management systems, and adult learning principles.



### ● DEPARTMENT MANAGER

Inditex | Apr 2021 - Sep 2022

Responsible for overseeing the operations and performance of the department within the store. Lead and motivate a team of sales assistants, ensuring excellent customer service, efficient merchandising, and accurate inventory management. Strive to create a dynamic and visually appealing department that meets customer needs and contributes to the overall success of the store.

Ability to collect, analyse, and interpret HR metrics and data to provide insights and support strategic decision-making. Skill in generating comprehensive reports on employee engagement, turnover rates, diversity metrics, and other HR-related analytics for the department.

Employee Relations: Proficiency in handling employee relations issues, conflict resolution, and disciplinary actions. Experience in conducting investigations, addressing grievances, and ensuring fair and consistent application of policies.

Conduct exit interviews are held and feedback given on areas for improvement. Ensure employee records are well maintained and compliant with the General Data Protection Regulation.



### ● FLOOR MANAGER

Inditex | Jan 2020 - Jan 2021

•To assist and support the General Manager or Department Manager in the running of a store or a department in line with company objectives and ensuring company standards.

•To supervise the shop floor and coordinate staff activity.

•To lead and keep a high level of motivation within the department.

•To guarantee the adequate induction and follow up on training for new team members.

- To assist in the development and retention of an effective team.
- To get involved in performance management of the staff.
- To ensure a high level of customer service is offered in the store. Monitor and support customer service action plans.
- To solve and manage customer issues as they arise and refer to the senior management team when necessary.
- To understand and reinforce the company return policy.



### ● SENIOR MEDIA PRODUCER

Analiticom | Jun 2016 - Nov 2017

Strategised, created, and managed compelling media content across various social media platforms. Oversee the production and execution of engaging videos, images, and other multimedia assets that align with the brand's objectives and resonate with the target audience.

Manage social media accounts, develop content calendars, and implement effective social media campaigns to drive brand awareness, engagement, and growth. With a focus on storytelling, visual aesthetics, and data-driven insights, aim to optimise social media presence, foster audience connection, and achieve measurable results in line with the organisation's social media objectives.

Directed and produced social media and branding content for Nescafé (Venezuela), Cerelac (Venezuela), Nestlé (Venezuela), Hype (USA), Valmy (Colombia and Venezuela), some restaurants and local brands.

Produced social media and personal branding content for influencer and media personalities in Venezuela, Panamá and USA.

Strong organisational and project management skills to handle multiple campaigns and deadlines simultaneously. Coordinate with cross-functional teams, manage budgets, and ensure timely delivery of projects.

Trend Awareness: Stay up-to-date with current social media trends, emerging platforms, algorithm updates, and industry best practices.

Ability to adapt strategies and content to leverage new opportunities and maximise engagement.

### ● COMMUNITY MANAGER

Plop! | Jan 2014 - Jan 2015

Performed initial client assessment and analysis to begin research process. Implemented and created marketing strategies for each client. Build relationships with customers, industry professionals and journalists to make a database for future projects that may need publicity or spread the word.

Ability to prioritise tasks, meet deadlines, and collaborate with cross-functional teams.

Crisis Management: Skill in handling and mitigating crises or negative situations within the online community. Ability to respond calmly and professionally, address concerns, and maintain the reputation and integrity of the brand.

Ability to build and nurture online communities, fostering engagement, and creating a positive user experience. Skill in facilitating conversations, driving discussions, and managing user-generated content.

## Education & Training

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2011 - 2017

### ● Universidad Católica Andrés Bello.

Bachelor's degree in Communications,