

EVELYN OLIVEIRA

Human Resources Business Partner

Location: Brazil, LATAM | **Phone:** +55 61 98589-0824 | **E-mail:** evelyn.r.oliveira@gmail.com | **LinkedIn:** [Evelyn Oliveira](#)

Strategic Human Resources Business Partner with 5+ years of experience supporting fast-growing, tech-driven organizations. Proven expertise in talent acquisition, leadership development and performance management, aligning people strategies with business objectives. Trusted partner to leadership, driving scalable HR initiatives that enhance organizational performance, engagement and growth.

Technical skills: ATS, LinkedIn Recruiter, Video Interview Platforms, Assessment Tools, Microsoft Office, Google Workspace

WORK EXPERIENCE

B4YOU GROUP

People And Culture Specialist

Brasília, Brazil

Nov 2025 - now

Tech-enabled startup group focused on e-commerce growth, leveraging marketing, technology and data-driven strategies to scale digital brands.

- Led end-to-end recruitment for technical, IT, growth-oriented (marketing, product, design and customer success), corporate and leadership roles (management and director levels), partnering with leaders to attract top talent;
- Designed and managed the Job, Career and Compensation Plan, ensuring internal equity and retention;
- Monitored HR metrics and KPIs to drive data-based decisions and performance improvements;
- Identified skill gaps and coordinated learning and leadership development programs;
- Designed and implemented structured feedback frameworks, including 30- and 90-day performance evaluations;
- Led engagement and culture initiatives, fostering collaboration in a hybrid and fast-paced environment;
- Acted as a strategic HR Partner, advising leaders on people-related decisions and aligning HR strategies with business objectives;
- Supported leaders and employees in managing remote and hybrid teams, strengthening communication, engagement and cultural alignment across geographically distributed teams.

VOXEL

Human Resources Business Partner

Brasília, Brazil

May 2024 - Aug 2025

Financial BPO providing tailored management solutions for food service companies, also offering its own SaaS platform.

- Developed and implemented HR policies aligned with legal and business standards to support scalability and compliance;
- Led end-to-end recruitment for technical, IT, growth-oriented (marketing, product, design and customer success), corporate and leadership roles (management and director levels), partnering with leaders to attract top talent;
- Led the entire employee lifecycle, including recruitment, onboarding, development, performance management and offboarding;
- Designed and managed the Job, Career and Compensation Plan, ensuring internal equity and retention;
- Monitored HR metrics and KPIs to drive data-based decisions and performance improvements;
- Identified skill gaps and coordinated learning and leadership development programs;
- Designed and implemented structured feedback frameworks, including 30- and 90-day performance evaluations;
- Led engagement and culture initiatives, fostering collaboration in a hybrid and fast-paced environment;

- Facilitated performance evaluations and supported Individual Development Plans (IDPs) to enhance career growth;
- Oversaw employee benefits, payroll data and internal communications, ensuring accuracy and transparency;
- Acted as a strategic HR Partner, advising leaders on people-related decisions and aligning HR strategies with business objectives;
- Supported leaders and employees in managing remote and hybrid teams, strengthening communication, engagement and cultural alignment across geographically distributed teams.

Achievements:

- Led full-cycle recruitment for technical and corporate roles, reducing hiring time by 30%;
- Designed and implemented Leadership Development Programs, cultivating 11 new leaders and enhancing performance of 10 existing leaders;
- Managed performance evaluations, feedback, and IDPs, contributing to 11 promotions across two cycles;
- Administered organizational climate survey, analyzed feedback, and drove initiatives, achieving 84% positive responses;
- Updated and expanded employee benefits from 6 to 9 options, improving satisfaction while minimizing costs.

AMERICAS HEALTH GROUP

Talent Acquisition Specialist

Brasília, Brazil

Jun 2022 - Jan 2024

Brazilian healthcare organization focused on high-quality services and patient-centered care.

- Led end-to-end recruitment for all seniority levels (technical, IT, corporate, managerial and director-level roles), including job profiling, advertising, competency-based interviews and hiring reports;
- Tracked and reported HR metrics and KPIs to improve recruitment and retention performance
- Identified training and development needs and coordinated learning programs;
- Conducted job analysis and developed job descriptions aligned with organizational design;
- Coordinated employee engagement and eNPS (Employee Net Promoter Score) surveys and initiatives;
- Advised managers and leaders on HR matters, ensuring alignment between people strategies and business goals;
- Managed core HR and payroll activities, including timesheets, vacations and medical certificates.

Achievements:

- Administered organizational climate survey, analyzed feedback, and drove initiatives, achieving 80% positive responses.

+ 2 years working as an HR Analyst focused on Learning and Development, partnering with leaders to identify training needs, develop talent and foster a high-performance culture.

EDUCATION

Universidade Unyleya

MBA in Human Resources Business Partner

Brasília, Brazil

Oct 2023 - May 2024

Universidade Unimais

MBA in Organizational Psychology

Brasília, Brazil

Oct 2020 - Apr 2021

Universidade Estácio

Technological Degree in Human Resources Management

Brasília, Brazil

Aug 2014 - Jul 2016

SKILLS & LANGUAGES

Languages: Native Portuguese and Fluent English.

Key Competencies: Teamwork | Problem solving | Communication | High attention to detail | Accuracy | Strategic mindset | Ability to influence and partner with senior leadership