



BUSHRA AFRIDI

I am an HR Professional with 5+ years of experience who thrives in dynamic and fast-paced environments. My proficiency in End to end Recruitment, Employer Branding, Employee Engagement, Organizational Development and HR Operation with technical expertise of using HRIS software that has allowed me to stay at the forefront of the ever-evolving digital landscape.

Contact

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- DUBAI, UAE

Skills

- Recruitment & Selection (Tech & Non-Tech)
- Team & Relationship Building
- Salesforce & Customer Relationship using CRM
- Talent Management & Documentation
- Planning & Coordination
- HR Software (Trello, Slack, MS Office, Decibel, Flow HCM, Timetrax, Xmind etc)
- Sourcing & Headhunting

Education

- MBA (1.5 – Weekend Program)**
Bahria University, Islamabad
2020 to 2022
 - Specialization in HR
- BBA (Hons.) – 4 Years Program**
Air University, Islamabad
2015 to 2019
 - Specialization in HR

Internships

- HR ANALYST (2 Months Contract)**
Kulsum International Hospital, Islamabad
(February 2019 - April 2019)
- HR INTERN**
IBEX Global, Islamabad
(July 2018- August 2018)
- HR INTERN**
Shifa International Hospital, Islamabad
(August 2017-September 2017)

Language

- Urdu
- English
- Hindi

Work Experience

Creative Minds FZ-LLC, Dubai, UAE

Senior Human Resource Executive

02/2024 ~ Present

- Generating leads as potential job seekers, signing up new contracts, interviewing them and evaluate video interviews to operate existing database.
- Supervising a team of 4-5 employee, generating daily reports for CEO.
- Responsible to revert all clients and resolve their queries on daily basis.
- Generating leads from Instagram, Facebook and other platforms.
- Headhunting blue collars and white collars for clients across the globe.

iGate Technologies (RDX Sports UK), Islamabad

AM People & Culture

05/2023 ~ 12/2023

- Spearhead End-to-End recruitment using ATS, LinkedIn, Rozee.pk & Website.
- Collaborate with senior leadership to develop and implement effective HR strategies that support the company's overall goals and objectives.
- Implement performance management systems to align individual goals with organizational objectives, promoting accountability and productivity.
- Implemented Employee Engagement Action Plans. These plans included Leadership development, EVP, mentoring program & managing change programs reinforcing a positive workplace culture and strengthening employee commitment.

Pakistan Single Window, Islamabad

HR Executive

03/2021 ~ 05/2023

- Spearheads end-to-end recruitment processes, from sourcing and interviewing to headhunting.
- Manages job advertising across diverse platforms, including LinkedIn, Rozee.pk, and National Job Portal, Newspaper, Website while maintaining and updating the recruitment dashboard on Excel.
- Administers all aspects of onboarding, new hire orientation, and exit interviews, meticulously entering data into HR information systems, and overseeing physical and e-filing for accuracy and compliance.
- Plays a key role in Gender Audit initiatives.
- Compiles monthly departmental presentations and meticulously documents meeting minutes.
- Conducted Employee Engagement & Employer Branding activities.

The Knights, Islamabad

Junior HR Executive

07/2019 ~ 03/2021

- Maintain & update HR Records.
- Conduct interactive sessions and implement HR policies to enhance work relations and address employee grievances.
- Execute HR strategies and raise awareness.
- Facilitate employee performance and talent management processes.
- Prepare payroll and ensure the timely delivery of pay slips, complete month attendance reports, and leave forms to all employees.
- Proficient in HRM systems, specifically Time Trax, and skilled in XMind mapping for effective organizational strategies.