

AYESHA SAMREEN

✉ ayeshasamreen506@gmail.com

☎ 03348742770

📍 Bahira Town, RWP

Summary

Seasoned Manager with 6 years of experience in Administration, Operations and Marketing. I'm proficient in human resources (HR) leadership, team development, financial management, and fostering a motivated workforce.

Experience



HR Administrator

Sales Match

Aug 2024 – January 2025

SalesMatch is a Recruitment firm based in USA.

- * Manages CRM (Monday.com)
- * Assigned leads to sales recruiters.
- * Short listing and screening of candidates for final interviews.
- * LinkedIn job posting and recruitment process, managing zoom reports.
- * Manage initial hiring process on Jazz HR.



Admin & Operations Manager

LearnOBots

Jan 2022 - March 2024

LearnOBots is a STEAM education company.

- * Handles customer queries and complaints
- * Coordinated and facilitated robotics workshops, classes, and educational events
- * Facilitated communication between educators, students, and parents.
- * Manages recruitment process, from sourcing to interviewing candidates.



Operations Manager

Envoy Continental Hotel

May 2021 – Dec 2021

Envoy Continental Hotel is a 3-star hotel in Islamabad.

- * Arrange and coordinate events for NGO, INGO (WHO, world bank, embassies\BBC, IPAS, UNFPA etc.)
- * Handles customer services departments, inline and in person queries, complaints
- * Participated in staff recruitment and selection
- * Generated reports on key performance indicators (KPIs).
- * Planned and coordinated hotel events and meetings.

- * Handles customer service and social media.
- * Manage team of 8-10 persons



Operations Manager

Islamabad Regalia Hotel

Dec 2019 - Apr 2021

Islamabad Regalia Hotel is a 3-star hotel in Islamabad.

- * Managed front desk operations, including check-in, reservations, and billing.
- * Manages customer and guest's services department.
- * Utilized property management systems (PMS) for guest information.
- * Managed social media platforms with the marketing team.



Sales & Marketing Coordinator

Ramada by Wyndham Islamabad

Jul 2018 - Nov 2019

Ramada by Wyndham is a 4-star hotel in Islamabad.

- * Developed and implemented sales strategies to meet revenue targets.
- * Built relationships with key clients, corporate accounts, and event planners.
- * Oversaw event space and catering sales for special events.
- * Handled media relations and public relations activities.

Education



University of the Punjab

Political Science

2014 - 2016

Masters in Political Science.



University of the Punjab

M.A, Economics

2015 - 2017

Masters in Economics

Additional Courses:

- SEO Content Writing Axis skill training institute
- Social Media Marketing NS training
- SEO Digital flare
- Digital Marketing. IDM
- CRM