

SAFAA AKBAR

Contact Number: +92-336-5222023

Mailing Address: Islamabad

Email: safaa.akbar8@gmail.com

LinkedIn: www.linkedin.com/in/safaa-akbar-5835076a

Nationality: United States

HR Generalist | Talent Acquisition | Manager Coordination | HR Professional | Branch Manager | Brand Activation | Customer Engagement | Entrepreneur

EXPERIENCE

CORPORATE EXPERIENCE

JUNE 2023 TO DATE

HUMAN RESOURCE EXECUTIVE – PRECISION PARTNER

Managing **Human Resources** department.

HUMAN RESOURCES

Head of HR, responsible for complete **employee life cycle** for 25+ employees including **payroll, performance** and **rewards**. Also recruiting and managing HR functions in the **MENA region**.

TALENT ACQUISITION

- Develop strategies to **recruitment, hiring, onboarding** and **training**.
- Successfully **head hunted** the right candidates resulting in an increase in revenue.
- Interviewed more than 60 candidates in a month.
- Hired 10 employees in a month, which led to 30% increase in sales.
- **Head Hunted** BDM and sales executives in the **MENA region**.

PAYROLL AND REWARD MANAGEMENT

- Designed and developed **salary structure** and **benefit plans**.
- Managed **incentives and rewards** for 20+ employees including calculation and reporting of monthly payroll and incentives of employees.
- Managing **payroll** of employees in MENA region.

EMPLOYEE ENGAGEMENT AND PERFORMANCE MANAGEMENT

- **On Job Evaluation** and **performance feedback** including planning activities and deliverables for the next performance period.
- **Vocational Training of Staff** including soft skills, social media, effective communication and customer management.
- Developed strategy for managing **employee separation**.

EMPLOYEE GRIEVANCE HANDLING

- Handled and resolved Individual/group and formal/ informal **grievances** of 20+ employees.

DESIGNING AND DRAFTING POLICIES, CONTRACTS AND PROCESSES

- Designed and drafted policies for the smooth running of the company.
- Drafted procedures and process of how to implement certain policies.
- Designed **performance evaluation forms, onboarding procedure, onboarding and off boarding process, employment contracts, termination policies and forms etc.**

AUG 2022 TO MARCH 2023 **HR AND COORDINATION MANAGER – BAHRIA ACTIVE (BAHRIA TOWN (PVT.) LTD)**

Managing end to end branch operations including **Human Resources, Branch Operations, Marketing and Activation** campaigns and **Accounting** processes and software.

HUMAN RESOURCES

Head of facilities HR, responsible for complete **employee life cycle** for 60+ employees including **performance** and **rewards**.

TALENT ACQUISITION

- Develop strategies to **recruitment, hiring, onboarding** and **training**.
- Successful **head hunted** the right trainers resulting in an increase in revenue of 3.6 million PKR annually through new services being offered and an additional 5% increase in customer base.

PAYROLL AND REWARD MANAGEMENT

- Designed and developed **salary structure** and **benefit plans**.
- Managed **incentives and rewards** for 60+ employees including calculation and reporting of monthly payroll and incentives of instructors.

EMPLOYEE ENGAGEMENT AND PERFORMANCE MANAGEMENT

- **On Job Evaluation** and **performance feedback** including planning activities and deliverables for the next performance period.
- Developed strategy for managing **employee separation**.

EMPLOYEE GRIEVANCE HANDLING

- Handled and resolved Individual/group and formal/ informal **grievances** of 60+ employees.

MARKETING

Responsible for designing and implementing **marketing calendar**

- **Activation** and **customer engagement** campaigns
 - Ran 3 successful activation campaigns resulting in 50% increase in monthly customer on boarding.
- Successfully hosted and managed **fitness challenge** for 30 people with 5 instructors.
- From idea conceptualization to production of all **media campaigns**.

FACILITIES OPERATIONS

Putting people first and taking account of their capabilities and limitations. Ensuring that tasks, equipment, information and the environment fit each worker.

- **Database design and management** of client portfolio of 600+ members.
- **Customer management** of 600+ portfolio.
- **Vocational Training of Staff** including soft skills, social media, effective communication and customer management.
- **Facilities** upkeep and maintenance ensuring **ergonomics**.
- **Upselling** (promotional calls, renewal calls)
- **Designing monthly schedule** of 60+ employees and 80+ fitness classes

DEC 2021 TO AUG 2022

HR AND BRANCH MANAGER – AIM FIT STUDIOS (BAHRIA TOWN BRANCH)

Managed all the operations at Bahria town branch. Aligned strategies and work with Head office and other branches in Lahore. **AimFit** is a leading fitness platform offering online workouts and group fitness classes at its one stop fitness studio.

HUMAN RESOURCES

Head of Rawalpindi Branch. Responsible for complete **employee life cycle** for 10+ employees and 100+ members.

- Employee **orientation** and **onboarding**
- Leave and attendance management
- **Final settlement** and **clearance** of employees
- Designing monthly schedule of instructors

EMPLOYEE ENGAGEMENT AND PERFORMANCE MANAGEMENT

- Quarterly growth review feedback on performance for employee and plan activities for the next month.

EMPLOYEE GRIEVANCE HANDLING

- Handled and resolved Individual/group and formal/ informal grievances of employees.

FACILITIES OPERATIONS

Putting people first and taking account of their capabilities and limitations.

- Database design and management of **client portfolio** of 150+ members.
- Providing services of fitness facilities
- **Customer management** of 150+ members
- Employee **training** and **development** including soft skills and social media.
- Setting up schedules of fitness instructors for 36+ fitness classes a week.
- Facilities upkeep and maintenance.

MARKETING

Responsible for designing and implementing marketing calendar, one on one client engagements and upselling (promotional calls, renewal calls).

- **Activation and customer engagement campaigns**

- Ran 2 successful activation campaigns resulting in 50% increase in monthly customer on boarding.

PLANNED AND MANAGED THE BUSINESS CLOSURE ACTIVITIES

Designed and followed a closing plan for the business.

- Relocation of existing employees
- Liquidated inventory
- Customer settlement

DEC 2016 TO JUL 2017

MANAGEMENT ASSOCIATE – FAUJI FERTILIZER BIN QASIM LTD.(FFBL)

Management Associate at **HCM department**. Learning and implementing HRM techniques.

- Designed and handled a project on managing 2016 Overtime payments to lower staff.
- The project helped in managing financial issues and saved upto 1.5 million PKR per month.
- Designed new Overtime policy to help save costs in future.

ACADEMIC EXPERIENCE

JAN 2018 TO JAN 2020

VISITING FACULTY (FOUNDATION UNIVERSITY, RAWALPINDI CAMPUS)

- **Principles of Management** to 2nd Semester students of Software Engineering.
- **Human Resource Management** to 2nd Semester students of Computer Science.

FEB2016 TO JAN 2017

VISITING FACULTY (NUML)

Human Resource Management to 5th Semester students of Business Administration.

ENTREPRENEURSHIP EXPERIENCE

2012 To DATE

SUGAR WISHES

Successfully launched and running a home-based business of customized cakes and cupcakes since 2012. Handling operations from order placement to delivery, managing social media branding with effective costs and overheads management.

- Generated a profit of Rs 80 thousand in less than 20 days.
- Delivered 500+ customized cookies in 15 days.

EDUCATION

2013 - 2015

FOUNDATION UNIVERSITY RAWALPINDI CAMPUS

MBA(HR) (CGPA 3.63/4.00)

2009 – 2013

FOUNDATION UNIVERSITY RAWALPINDI CAMPUS

BBA(Hons) (HR) (CGPA 3.49/4.00)