

Nagina Bashir

Address: H# 190 street 09 Block A Gulberg Green Islamabad Pakistan

Cell: +92-333-5333-134

Email: bashirnagina990@gmail.com

Professional Summary

Dynamic professional with an MS in Media Sciences and CHRP certification in Human Resources, offering more than 15 years of diverse experience in customer service, quality assurance, PR & Communication, process management, HR and CSR operations. Currently managing HR, CSR PR & Media Communication functions at Freeline Movers, with a strong track record in project delivery, SOP enhancement, and editorial contributions. I directly report to the Managing Director and am part of the top leadership team. My main agenda is to lead business transformation and we have been successful in accelerating business growth.

Areas of Knowledge & Expertise

Leadership | Creativity | Digital Marketing | Quality Assurance | Data-Driven Decision Making | Microsoft Office | Project Management | Process Development & Process Improvement | Stakeholder Management | Multitask Management | Customer Service | Conflict Resolution | Needs Assessments | Team Leadership | Scheduling & Time Management | Corporate Communication | Sustainability and Social Impact | Writing & Drafting | Stress Management | Community Engagement and CSR Strategies | HR Technology and Analytics | Strategic HR Planning | Learning and Development | Process Optimization | Performance Management | Employee Relations | Recruitment and Talent Acquisition

Professional Experience

Freeline Movers Freight Forwarding & Removal Services Sep, 2023-Present

Islamabad Pakistan

Manager HR & CSR

Currently managing HR and CSR functions at Freeline Movers, with a strong track record in project delivery, SOP enhancement, and editorial contributions. Managing digital campaigns across Google Ads and social media platforms to drive revenue growth. A results-driven leader with a passion for innovation and process optimization.

Key Achievement:

- Employee engagement level improved
- Launched several Unified Policies across Freeline Movers
- Launched new set of Freeline Movers Corporate Values
- Launched new Dynamic Performance Enhancement Framework for Freeline Movers (SQS Introduced)
- Launched new Variable Pay Plans (Sales incentive) for sales team
- Launched grievance house where employee can openly share their concerns
- Launched Hybrid working model with Saturday as Green Saturday
- Focused on Freeline Movers HSE Policy
- Launched and successfully implemented CSR (Corporate Social Responsibility)
- Introduced digitization importance in freight forwarding for smooth operations of shipments and in process of development of Digitized customized software to fulfill new digitize era requirements
- Significantly managing digital campaigns across Google Ads and social media platforms to drive revenue growth activities.

Ufone (PTCL Group)- e&

Islamabad Pakistan

Executive Quality Monitoring

Sep, 2009 - Sep, 2023

As a QMT member, I was responsible for achieving and maintaining all levels of quality standards and customer satisfaction as per defined standards. Proactive in improving customer –satisfaction ratings through suggestion, development, and implementation of new reporting procedures.

Visiting Faculty-Media Studies

Rawalpindi Women University Pakistan

Sep, 2018 - Mar, 2019

- Taught Adverting &PR Subject BS Students
- Taught Communication process to BS Psychology Students
- Run Advertising Campaigns for the study purpose of the University, supervise various public service messages dealt by the University.

TRAINING & CERTIFICATION

- “MS Excel” in-house training - 2013 -*Ufone*
- “Creating Moments of Magic” – 2011- *Ufone*
- “The Ufone Way Fun shops” – 2010
- “Managing and Delivering Service Excellence” – 2009 *Ufone*
- “Change Management & Building Positive Attitude” – 2008 -*Ufone*
- “6 Enchanting Hats” – 2008 -*Ufone*
- “Power Teams & Building Successful Teams” – 2007 *Ufone*
- Completed a “Training program Job” – 2006-*Ufone*
- CHRP (Certified Human Resource Management) -2024-*PIQC*

Board Member (Since 2010 to Present)

Mayna Foundation based **Canada Mississauga”**

Mayna Foundation is not limited with disaster relief only but it works on diverse areas e.g., Education, Water Issues, Health particularly in Pakistan, interior areas of Sindh and Federal. One reason in establishment of Mayna Foundation was to facilitate Cancer patients, but gradually we stepped ahead and moved to other lifesaving areas.

Honors & Awards

Brand Ambassador Women in **Sustainable HR Brand Ambassador Women in Sustainable HR**

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Education

MS Media Studies

Riphah International University Islamabad Pakistan
2013-2015

MSc Mass Communication

National University Islamabad Pakistan
2010-2012