

WAJEEHA YOUSAF

HR Executive | HR Operations | Recruitment Specialist | Talent Acquisition |
Employee Relations

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PROFESSIONAL SUMMARY

Results-driven Human Resources professional with 3+ years of experience in HR Operations, Recruitment, Employee Relations, Workforce Management, Compliance, CRM Administration, and Organizational Support. Proven ability to manage end-to-end recruitment processes, employee records, onboarding, roster management, and administrative operations. Skilled in stakeholder coordination, policy implementation, workforce planning, process improvement, and HR analytics.

PROFESSIONAL EXPERIENCE

HR Executive – Operations & Recruitment

Sky Marketing, Islamabad | October 2025 – May 2026

- Organized and transformed HR operations by implementing structured documentation systems, SOPs, employee records, and reporting mechanisms.
- Developed and implemented HR Standard Operating Procedures (SOPs) to streamline recruitment, onboarding, and employee record management.
- Supported hiring and onboarding across Sales, Marketing, HR, Administration, Finance, and Operations functions.
- Managed HR records, attendance data, employee files, and compliance documentation for a workforce of more than 100 employees.
- Designed and maintained advanced Excel-based trackers, dashboards, and HR reports to support management decision-making.
- Generated HR analytics and workforce reports using Microsoft Excel for recruitment and workforce planning.

HR Executive – Operations & Roster Management | April 2023 – October 2025

HR Administrator Officer – CRM & Roster | June 2022 – March 2023

Local Got Talent – Al-Gurair Giga Group | June 2022- October 2025|

- Supervised daily roster management and employee scheduling to maintain operational efficiency.
- Coordinated HR operational activities and supported interdepartmental communication.
- Maintained accurate operational records and administrative reporting.
- Managed CRM records, employee data, and operational documentation.
- Handled employee scheduling and roster coordination.

- Supported administrative operations and reporting activities.

Junior Finance & Marketing Officer

Special Communication Organization / Aug 2021 – Sep 2021

- Assisted in financial documentation and marketing coordination tasks.
- Supported operational reporting and departmental activities.

Assistant (Assistant Commissioner, Regional Tax Office)

Regional Tax Office, Rawalpindi / March 2021 – April 2021

- Maintained official documentation and administrative coordination.
- Supported office operations and record organization.

Master Trainer

State Bank of Pakistan / March 2020 – July 2021

- Conducted awareness and training sessions effectively.
- Demonstrated communication, coordination, and leadership skills.

EDUCATION

MS Public Policy & Management – Fatima Jinnah Women University (2021 – 2023)

BS Public Administration – Fatima Jinnah Women University (2017 – 2021)

CERTIFICATIONS

- Excel Skills for Business: Essentials – Macquarie University
- Introduction to Data Analytics – IBM
- Project Management: Getting Started and Beyond – Commonwealth of Learning
- Leadership: The Emotionally Intelligent Leader – Commonwealth of Learning

CORE COMPETENCIES

Talent Acquisition & Recruitment | HR Operations | Employee Relations | Onboarding & Offboarding | HR Compliance | Workforce Planning | Attendance & Roster Management | SOP Development | HR Reporting & Analytics | CRM Administration | Advanced Excel | Documentation Management

LANGUAGES

- English – Fluent
- Urdu – Fluent