

# SIDDRA ISLAM

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Committed and results-driven professional with a Master's in Business Administration and hands-on experience in human resources planning, operational management, sales and marketing management with a proven track record of surpassing objectives, boosting revenue, and advancing company growth. Deeply passionate about continual learning and eagerly seeking mid-level job opportunities for personal and professional growth, dedicated to driving businesses toward unparalleled success.

## WORK EXPERIENCE

### ADMIN AND HR OFFICER

[Inno Knits](#) (Kay & Emms Private Limited), Faisalabad Pakistan

Aug 2021- Present

- **Talent Acquisition & Hiring:** Managed end-to-end hiring procedures from strategic planning, sourcing, screening, interviewing, and selection to the acquisition of top-tier talent aligned with organizational goals.
- **Diversity and Inclusion Programs:** Designed and implemented diversity and inclusion programs to foster a more inclusive workplace culture, including outreach efforts to diverse talent pools, implementing training programs, and workshops.
- **Onboarding and Orientation Programs:** Developed and managed onboarding and orientation programs for new hires, crafted and refined KPIs, job descriptions and specifications.
- **Company's Online Image:** Managed and curated the company's job portals and LinkedIn page.
- **Office Administration:** Maintained office stock and inventory to meet operational demands and minimize waste.
- **HRM Software Handling:** Utilization of Enterprise Resource Planning (ERP) and WebHR systems to streamline administrative tasks and track employee data for discipline management.
- **Executive Assistant Responsibilities:** Assisted the COO with schedules, appointments, and calendar activities.
- **Procurement Processes:** Fostered collaboration with various departments to enhance procurement processes.
- **Event Management:** Organized and managed professional events, team meetings, and training sessions, ensuring seamless execution and valuable outcomes for all participants.
- **Transport Logistics Management:** Managed company transport logistics and vehicle routes, ensuring efficient transportation for employees and products, optimizing routes for cost-effectiveness and timeliness.

### Content Writer (Freelance) | [Fiverr](#)

2017- 2021

- **Shopify Management:** Handled Shopify Stores and curated textile products descriptions
- **Digital Marketing:** Designed and launched social media campaigns and Google ads
- **Website Content:** Crafted engaging blog posts, blurbs of eBooks, and ghostwriting projects
- **Sample Websites:** Collaborated with platforms like [ReputationAce](#) and [Success.com](#)'s blog
- **Search Engine Rankings:** An SEO virtuoso, masterfully optimized websites with on-page and off-page strategies to drive organic traffic and elevate online visibility.

## EDUCATION

### Masters of Business Administration [ MBA Marketing]

Government College University Faisalabad (GCUF) 2021-2023

### Masters in English Literature

University of Sargodha (UOS)

## LICENSES & CERTIFICATIONS

- Content Writing & Advertising via PITB (@UAF)
- Microsoft Office Diploma via HEC (@NTU)
- B.ed General (@GCUF)

## HONORS & ACHIEVEMENTS

- Worked as blog writer with [Success Magazine](#), [She Got Leggz](#) & [Reputation Ace](#).
- Assisted 2 International Female Entrepreneurs in website content management @[Jessica Fish](#) and Lead Generation @[Ashley Hill](#)

## VOLUNTEER EXPERIENCE

- Participated in Plan9 Startups Competition (Erozgaar Project)
- Handled Entrepreneurial Job Fair at GCUF (MBA Group Project under [Dr. Mohsin Bashir](#) supervision)
- Arranged and Managed Seminar with Total Energies Team (MBA Individual Project under [Dr. Rizwan Shabbir](#) supervision)

## SKILLS

- Human Resources Management
- Employee Relations
- Team Management
- Administration & Coordination
- Communication and Negotiation
- Customer Support Management
- Shopify/WordPress Management
- Confidentiality and Integrity

## INTERESTS

Writing, Networking, Reading case studies, and books.

## LANGUAGES

- English
- Urdu

## REFERENCES

will be furnished upon request.