

SWERA SALEEM CHARLES

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Summary

As an experienced HR Professional, I am passionate about creating workplaces where employees feel valued and empowered. With expertise in talent acquisition, employee engagement, and organisational development, I can help organisations achieve their HR objectives by developing effective strategies aligned with their goals. As a collaborative team player and lifelong learner, I am committed to staying up to date with HR trends and best practices to deliver optimal results.

Experience

Deputy Manager – Human Resources **The City School - Karachi, Pakistan**

November 2023 to June 2024

- Lead the end-to-end recruitment process, collaborating with hiring managers to define job requirements and source qualified candidates.
- Develop and implement effective strategies for attracting top talent through various channels, including social media and industry networks.
- Design and implement training programs that align with organizational goals and enhance employee skills and competencies.
- Work closely with senior management to identify key positions and develop succession plans for critical roles.
- Implement strategies to nurture and develop high-potential employees for future leadership positions.
- Implement and manage performance appraisal systems, ensuring they are fair, transparent, and align with organizational goals.
- Develop and execute initiatives to enhance employee engagement, job satisfaction, and overall workplace morale.
- Conduct surveys and gather feedback to measure and improve employee satisfaction.
- Contribute to the design and implementation of organizational development strategies that align with business objectives.
- Collaborate with leadership to assess and address organizational needs, facilitating change management when required.
- Foster a culture of continuous improvement and innovation.
- Utilize HR analytics and key performance indicators to assess the effectiveness of talent and OD initiatives.
- Prepare and present regular reports to senior management, highlighting trends, achievements, and areas for improvement.

Assistant Manager – Human Resources **1Link Private Limited - Karachi, Pakistan**

April 2023 to October 2023

- Managed end-to-end recruitment processes, including job posting, sourcing, interviewing, and candidate selection.
- Build and maintain relationships with external recruitment agencies, universities, and other talent pipelines.
- Developed and implemented employee engagement initiatives to enhance workplace satisfaction and morale.
- Conducted surveys and gathered feedback to identify areas for improvement in employee satisfaction and engagement.
- Developed and updated onboarding materials, including orientation manuals and training programs.
- Contributed to the development and promotion of the organization's employer brand.
- Implemented strategies to enhance the company's reputation as an employer of choice.
- Utilized social media and other platforms to showcase the organization's culture and values.
- Utilized HR analytics to track and report key talent acquisition metrics.
- Used data to identify areas for process improvement and efficiency.

Assistant Manager – Human Resource (Contractual)
Marie Stopes Society Pakistan – Karachi, Pakistan

May 2022 to November 2022

- Sourced, attracted, interviewed, hired, and onboarded employees.
- Designed job descriptions and interview questions that reflect each position's requirements.
- Lead employer branding initiatives & organize and attend job fairs and recruitment events.
- Coordinated with hiring managers to identify staffing needs.
- Forecasted quarterly and annual hiring.
- Supported creation and roll-out of Learning & Development and employee engagement roadmap
- Designed, developed and managed high quality L&OD content.
- Designed, conducted, and delivered trainings.
- Reviewed, revised, and implemented existing policies and developed new policies.
- Ensured that HR policies, procedure and structures are implemented.
- Looked after all safeguarding trainings, cases, and investigations.

Senior Talent Acquisition Specialist

Jubilee Life Insurance Company Limited - Karachi, Pakistan

Sep 2018 to May 2022

- Developed and implemented recruiting strategies.
- Sourced and developed sourcing leads to increase recruiting base.
- Oversaw job fairs and career drives to bring in local talent for long-term and seasonal positions.
- Filled multiple vacant positions within given timeline for respective business units.
- Streamlined onboarding process by developing and implementing employee orientation programme.
- Challenged and refined current recruitment and sourcing processes by suggesting actionable improvements and innovations.
- Managed the coordination of respective business units to ensure consistent smooth running of all HR related processes.
- Utilised practical communications skills to maintain and build positive relationships.
- Served as the liaison between business divisions to facilitate communications.
- Designed and managed employee relationship initiatives.
- Held company-wide town hall meetings to convey updates.
- Aided senior HR leadership by accurately preparing weekly/monthly/yearly data into cumulative documentation.
- Devised training programs for new and existing employees.

Management Associate – HRM&D

Jubilee Life Insurance Company Limited - Karachi, Pakistan

Sep 2017 – Sep 2018

- Assisted in Identification of vacancies in staff, supported recruiting process and interviewed prospective personnel.
- Supported onboarding of new employees by supplying key job information, including organisational policies, job duties and employment benefits.
- Conducted research to maintain up-to-date knowledge of relevant HR processes, legislation and regulations and promoted compliance with requirements.
- Analysed compensation and benefits policies to develop modifications and establish competitive programmes.
- Analysed learning and development policies for the betterment in L&D processes.
- Analysed activities of human resources staff, delegating tasks relating to employment, compensation, and employee relations.

HR Intern
JS Bank Limited - Karachi, Pakistan

Jun 2017 – Jul 2017

- Executed HR department clerical duties such as filing, sorting, and delivering mail and bookkeeping.
- Assisted with recruiting, background checks and reference checks.
- Responded to questions and concerns of new hires.
- Assisted in revision and design of Remuneration Policies.
- Assisted in Designing MT Retention Plan and MT Career Plan
- Content Writing for L & OD Department
- Designed On-boarding Strategies and developed a Framework for Employee Orientation.
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Skills

Recruitment & Hiring
Orientation & Onboarding
Employee Engagement
Organizational Development
Training & Development
Human Resources Operations

Employee Relations
Understanding of HR Policies & Procedures
HR Reporting
HRIS Knowledge
Teamwork & Collaboration

Education

Master of Business Administration, Human Resources Management PAF-KIET Karachi	2018
Bachelor of Science St. Joseph's College for Women Karachi	2014
Higher Secondary Certificate Govt. Girls Science College Karachi	2009
Secondary School Certificate St. John's Secondary School Karachi	2006

Courses & Certifications:

- **Human Resource Foundations** – LinkedIn – Jan 2021
- **Human Resources: Running Company Onboarding** - LinkedIn – Mar 2021
- **Become a Corporate Recruiter** - LinkedIn – Apr 2021
- **Human Resources: Protecting Confidentiality** – LinkedIn - May 2021
- **Become an HR Business Partner** - LinkedIn - Jun 2021
- **Rewarding Employee Performance** - LinkedIn - Aug 2021
- **Developing HR Management and Leadership Skills** - LinkedIn - Sep 2021
- **Time Management: Working from Home** - LinkedIn - Apr 2020
- **Managing Stress for Positive Change** - LinkedIn - Jun 2020
- **Thriving @ Work: Leveraging the Connection between Well-Being and Productivity** – LinkedIn - Jun 2020
- **Building Resilience** – LinkedIn - Apr 2020
- **Developing Resourcefulness** - LinkedIn - Apr 2020
- **Productivity Tips: Finding Your Productive Mindset** – LinkedIn - Apr 2020