

SHEIKH MUHAMMAD ASIF

HR Business Partner | Talent Acquisition & Development | HR Digital Transformation

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Professional Summary

Dynamic **HR professional** with **12+ years of experience** in **talent acquisition, HR business partnering, organizational development, employee relations, and HR automation**. Proven ability to **optimize HR operations, develop high-impact employer branding strategies, and drive workforce engagement**. Skilled in **data-driven decision-making, HR analytics, and strategic workforce planning** to align HR objectives with **business growth**.

Core Competencies

- ✓ HR Business Partnering & Talent Acquisition
 - ✓ Compensation & Benefits Management
 - ✓ Performance Management & KPI Measurement
 - ✓ Employer Branding & Talent Engagement
 - ✓ Learning & Development (L&D) Strategy
 - ✓ HR Digital Transformation & Automation
 - ✓ Workforce Planning & Organizational Development
 - ✓ Compliance & HR Policy Development
 - ✓ Leadership Training & Coaching
 - ✓ Process Optimization & HR Analytics
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Professional Experience

Deputy Manager Talent, OD & HRBP (*April 2024 – Present*)

Khas Socks & Knitwear – Karachi, Pakistan

- Manage **compensation & benefits, employee engagement, HR policies, and talent acquisition** to align HR functions with business strategy.
 - Develop and execute **KPI-driven performance management systems**, ensuring workforce efficiency and retention.
 - Build **strong HR business partner relationships**, providing **strategic workforce planning and talent advisory support**.
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Consultant – HR Business Partner (*Oct 2023 – Mar 2024*)

Star BPO & Software Development – Karachi, Pakistan

- Led **HR satisfaction strategies, chatbot-driven talent engagement, and workforce training programs**.
 - Managed **data analytics, process optimization, and performance improvement projects**.
 - Conducted **closed-loop feedback implementation**, improving employee experience.
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Assistant Manager HR & Admin (*Feb 2022 – Oct 2023*)

Universal Brushwares Pvt. Ltd – Karachi, Pakistan

- Spearheaded **multi-channel talent acquisition, compliance management, and HR process optimization.**
 - Developed **employee engagement frameworks, workforce planning strategies, and operational efficiency models.**
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Lead HRBP Operations (*Feb 2016 – Jan 2022*)

AnZ Group Inc. – Karachi, Pakistan

- Led **HR operations, manpower inventory management, and compliance.**
 - Developed and implemented **cost-saving HR strategies** to enhance **operational efficiency and talent retention.**
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Senior HR Officer (*Feb 2014 – Dec 2015*)

Jubilee Corporation Inc. – Karachi, Pakistan

- Managed **HR service delivery, recruitment, and organizational development initiatives.**
 - Provided **strategic HR insights** for workforce planning and talent development.
 - Led **employer branding, event planning, and workforce engagement programs.**
 - Designed **HR training modules and L&D initiatives** to enhance employee skills.
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Education & Certifications

🎓 **Certified Human Resources Practitioner (CPHR) (2022)**

NED University Karachi, Pakistan

🎓 **MBA – Human Resource Development (2013 – 2017)**

Iqra University, Karachi, Pakistan

🎓 **Bachelor of Commerce (B.Com) (2007 – 2009)**

University of Karachi, Pakistan

Technical Proficiency

☐ **HR & Payroll Systems**

✓ SAP B1 | Oracle ERP | HCM | Talent Acquisition Platforms

📊 **HR Analytics & Performance Management**

✓ KPI Tracking | Data-Driven HR Insights | Compliance Monitoring

Soft Skills

✓ Effective Communication & Stakeholder Management

✓ Problem-Solving & Analytical Thinking

✓ Leadership & Team Mentoring

✓ Adaptability & Change Management

Key Achievements

🏆 **Chatbot-Driven HR Automation** – Implemented **chatbot-based HR service delivery**, improving **query resolution and workforce satisfaction.**

- 🏆 **Employer Branding & Institutional Outreach** – Managed **large-scale branding campaigns and job fairs**, increasing talent engagement.
 - 🏆 **Large-Scale Event Planning** – Successfully organized **corporate HR summits and employee engagement programs**.
 - 🏆 **HR Digitalization & Process Optimization** – Led **HR automation projects**, reducing manual inefficiencies by **40%**.
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References

- ✦ Available upon request
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