

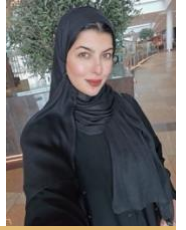
# Sobia Kashif

Dubai, UAE (Resident)

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## **Professional Summary**



A highly motivated and goal driven professional, with a robust background in recruitment strategies, employee relations, compensation and benefits, UAE labor laws, customer service, and front desk operations.

## **Work Experience**

Stratford Properties, HR Manager / Customer Service

*Dubai, UAE. Feb 2023 – ongoing*

- o Spearheaded the overhaul of the talent management framework, implementing targeted training programs which led to a 40% improvement in employee retention rates and significant boost in lead-to-sale metrics.
- o Created a training program for new hires in customer service, which equipped 10+ team members with essential skills; program completion led to a 30% decrease in onboarding time and improved service efficiency.
- o Worked with team heads to launch an employee wellness program, boosting participation and improving cross-team communication.
- o Successfully mediated a conflict between high-performing employees, demonstrating emotional intelligence and leading to improved team understanding.

Marks & Spencer, (Customer Service / HR Assistant)

*London, UK. July 2014 – June 2018*

- o Supported recruitment processes by screening applications, coordinating interviews, and assisting with onboarding documentation.
- o Maintained accurate employee records and assisted in handling confidential HR matters in compliance with company policies.
- o Delivered exceptional in-store assistance, resolving customer queries and complaints promptly to ensure a positive shopping experience.
- o Assisted in merchandising and stock management, ensuring product availability and presentation met Marks & Spencer standards.

University Hospital of Lewisham (NHS), HR Assistant

*London, UK. July 2012 – May 2014*

- o Streamlined onboarding process for 20 new hires, ensuring timely completion of paperwork and compliance with healthcare regulations
- o Delivered inspirational talks to keep employees motivated, encouraging a healthy working environment.
- o Successfully coordinated the acquisition of PET scanning equipment, alongside hiring specialized personnel, increasing the scope of the hospital.

Marriott, Front Desk (HR Operations / Customer Service)

*Islamabad, Pakistan. July 2005 – June 2007*

- o Greeted visitors and managed front desk operations, ensuring a positive first impression and smooth office flow.
- o Answered and directed calls, emails, and reservation requests, providing accurate information and assistance.
- o Revised company policies and liaised with external partners and ensuring legal compliance.
- o Engaged in regular meetings with external partners; resolved discrepancies that improved policy accuracy by 40%.

## **Education**

### **Masters in international human resource management**

- o University of Greenwich, UK

### **Bachelor of Science in Computer Science**

- o Preston University, UK

## **Certifications**

### **CHRM (Certified Human Resources Manager) certification**

- o CPD (Continuing Professional Development), UK – 2025

## **Skills**

### *Languages*

- o English (fluent) | Urdu (native)

### *Soft Skills*

- o Communication | Collaboration | Decision-making | Empathy | Organization | Customer satisfaction | Teamwork | Delegation | Constructive feedback | Emotional intelligence | Conflict resolution | Flexibility | Problem-solving | Attention to detail | Service quality
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## **Interests**

Fitness Enthusiast | Interior Designing | Reading | Singing | Cooking | Photography.

