# AASHIK ALI

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# Professional Summary

Human resources representative with experience managing employee benefits, employee hiring and onboarding, performance management and HR records. Reliable and organized team member with the ability to communicate effectively and handle office changes. Skilled at building and maintaining relationships, representing shared company values and managing employees across all levels of an organization. Proficient with HRIS and benefits management.

# Skill

- Employee Relations Management (ERM)
- Event networking
- Employees experience expertise
- Multitasking
- Strategic thinking
- Finance
- Business Management
- Laws and Regulations
- Recruiting Software

- Social Media Handling.
- Administrative.
- Microsoft Windows10/11, and Office 2016
- Digital Literacy
- HR Reporting
- Interviewing
- Talent Management
- Onboarding

# Work History

## **Marketing Officer**

#### 02/2018 to 03/2020

## QUICK SOLUTION TRADE. CONT. & CLEANING W.L.L-Doha, Qatar

- Lead team of Copywriters, Social Media Strategists and Graphic Designers.
- Support the marketing leadership team through the organization and administrative support for various projects.
- Maintain strong communication between marketing executives and internal and external stakeholders.
- Coordinate employee meetings and communications for the marketing department.
- Maintain executive schedules and oversee project load.
- Plan, prepare and deliver presentations on behalf of the marketing team.
- Conduct research for key marketing campaigns.

• Help brand meet its goal of increasing revenue by 25% through thoughtful marketing initiatives.

• Designed metrics to measure and then leverage marketing data to reach more customers.

- Created drip email campaigns to nurture sales leads, attracting up to 50 new customers per month.
- Help marketing team create wide variety of marketing materials, such as white pages, eBooks and brochures.
- Work directly with project managers, designers, social media, and content teams to design and implement key marketing campaigns.

- Perform competitive research to understand what is happening in the market and incorporate your findings into each campaign for better results.
- Facilitate cross-functional communication among project stakeholders

#### **HR Representative**

#### 05/2020 till now

#### Bayt Al Jannat - Doha, Qatar

- Linked Reviewing hiring practices to eliminate biases
- Strategizing to increase workplace diversity through recruiting efforts.
- Updating workplace policies that may adversely affect specific communities.
- Educating employees about issues such as anti-racism, sexism and gender identity in the workplace.
- Offering perks that support employees, such as inclusive health care options or flexible work schedules.
- Supporting the development and implementation of HR initiatives and systems
- Providing counseling on policies and procedures
- Being actively involved in recruitment by preparing job descriptions, posting ads and managing the hiring process
- Offering perks that support employees, such as inclusive health care options or flexible work schedules for parents.

# Education

<b>Higher Secondary in Management (10+2)</b> Rajarshi Janak Higher Secondary School - Janakpur, Nepal	2013
School Leaving Certificate (SLC) Shree Nawajeevan VidhyashramHigher Secondary School - Jutpani, Nepal	2011

## Language

• Fluency in English, Hindi and Nepali

# Reference

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Issue No. 07 947H HSEB Registration No.



(Estd. Under the Higher Secondary Education Act, 1989) Academic Transcript A 0482646

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Date of Birth : 2052/01/07 RAJARSHI JANAK H S SCHOOL, JANAKPUR, DHANUSHA

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Date of Issue : 2070/06/25

Name of the Student : Month

Grading System : 75% and above - Distinction

60% and above - First division 45% and above - Second division 35% and above - Pass division To pass the examination candidates must secure 35% marks in theory and 40% marks in practical papers, separately.

Note : " means a student has passed in the second attempt. " means a student has passed in more than two attempts

Controller of Examinations