



Asma Abdul Rauf

HR EXECUTIVE/ COORDINATOR

PROFESSIONAL EXPERIENCE

HR Executive | Impart Interior Design LLC Dubai , UAE | June 2023 – Present

- Managed HR documentation, including contracts, offer letters, and on boarding files.
- Maintained accurate employee records, payroll inputs, and leave tracking.
- Assisted with HR policy implementation, compliance monitoring, and employee benefits administration.
- Liaised with insurance providers to ensure employees received timely coverage.
- Generated quarterly HR reports, improving visibility on workforce metrics.

Operations Coordinator | Lenskart Optical Trading LLC Dubai, UAE | March 2022 – June 2023

- Managed inventory planning to maintain optimal stock levels across retail stores.
- Handled POS system administration, ensuring smooth sales transactions.
- Collaborated with marketing teams for promotional campaigns and store displays.
- Oversaw logistics, vendor coordination, and merchandise delivery scheduling

Community Administrator | Deyaar Facilities Management Dubai, UAE | March 2021–Feb 2022

- Provided customer service and front-desk support, enhancing client satisfaction.
- Organized company records for efficient retrieval and compliance.
- Managed user roles and access control, improving security protocols.
- Assisted in department communication strategies and policy enforcement

+971 50 40 91 373

draarauf@gmail.com

<https://www.linkedin.com/in/asma-rauf-88b796111/>

PROFESSIONAL SUMMARY

Results-driven HR professional with over 5+ years of experience in HR administration, payroll processing, employee relations, and office coordination. Proven ability to streamline HR processes, enhance compliance, and improve employee experience. Strong expertise in HR documentation, database management, recruitment coordination, and policy enforcement. Adept at multitasking and ensuring seamless business operations. Seeking a challenging HR role in a dynamic organization.

KEY SKILLS

- HR Administration & Coordination
- Employee Relations & Engagement
- Payroll Processing & Attendance Management
- Recruitment Support & On boarding
- HR Policies & Compliance
- Performance Management Support
- Database & Records Management
- Microsoft Office (Excel, Word, PowerPoint)
- HRMS & HRIS Systems

CERTIFICATIONS & TRAINING

- Creative Writing Training Program DigiSkills
- Graphic Design Training Program DigiSkills
- Freelancing Training Program DigiSkills
- HTML5 with Responsive Web Design Aptech

LANGUAGES

- English (Proficient)
- Urdu/Hindi (Native)
- Punjabi (Proficient)
- Arabic (Beginner)

TECHNICAL SKILLS

- Microsoft Office (Excel, Word, PowerPoint)
- HR Management Systems (HRMS, HRIS)
- Data Entry & Documentation - Payroll & Attendance Tracking

PASSIONS

- Painting
- Travelling
- Reading

Admissions Officer | Lincoln University of Business & Management Sharjah, UAE | Dec 2016 – June 2018

- Processed student applications, ensuring compliance with university policies.
- Conducted admissions interviews and guided students through course selection.
- Assisted in marketing and recruitment efforts, increasing student enrollments.

Office Administrator | Anees Hassan English Language Institute Karachi, Pakistan | April 2014 – June 2016

- Handled administrative tasks, scheduling, and office correspondence.
- Managed visitor coordination and front-desk operations.
- Assisted with staff scheduling and student record maintenance

EDUCATION

- Bachelor of Fine Arts (BA) | University of Karachi | 2014
- Diploma in Homeopathic Medical Sciences (DHMS) | Muhammadi Homeopathic Medical College | 2010