

## Muhammad Sufyan Iqbal

CHRP | CPMP | NLP Practitioner | Certified Trainer

Empowering Organizations Through Strategic HR Solutions and Employee Engagement

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### Career Objective

Seasoned and Certified Human Resources Professional with over 8+ years of diverse experience across the Corporate and social sector. Expertise in talent acquisition, employee engagement, and organizational development, with a proven ability to align HR strategies with business objectives. Achieved a 20% increase in retention rates and delivered impactful training programs to over 2,000 employees. Proficient in leveraging coaching and NLP techniques to enhance team motivation, collaboration, and performance. Dedicated to fostering innovative workplace cultures and driving organizational growth.

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### Core Competencies

- Strategic HR Leadership
  - Talent Acquisition & Retention Strategies
  - Employee Engagement & Culture Building
  - Training & Development: Leadership Programs, LMS Implementation
  - Policy Design & Compliance Management
  - HRIS, Performance Management, and E-Learning Platforms
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### Professional Experience

#### Head of HR Department

##### *Memaar Group of Companies, Islamabad | August 2024 – Present*

- Developed the group first HR Policy and implemented the policy over the organization.
- Directed HR operations for 500+ employees across multiple business units, streamlining processes and enhancing organizational effectiveness.
- Developed and executed a recruitment framework, reducing hiring cycle time by 25% while improving talent quality.
- Led employee engagement programs, achieving a 15% increase in satisfaction scores through innovative initiatives.
- Enhanced performance management systems by introducing clear KPI alignment with company objectives.
- Designed and implemented mentorship and leadership development programs, fostering internal promotions.
- Train the directors and Upper management on market trends and the working nature of the current HR market.

#### Manager, Human Resources

##### *Win Win Marketing, Islamabad | February 2023 – July 2024*

- Spearheaded comprehensive HR policy development, increasing employee satisfaction by 18%.
- Managed recruitment drives, onboarding 50+ high-performing professionals in key roles.
- Established a grievance redressal system, reducing workplace disputes by 40%.
- Delivered training programs for 500+ employees, boosting overall team productivity by 15%.
- Improved retention rates by 30% through targeted employee retention initiatives.

## **Training & Development Manager | In-House Trainer**

***SKY Marketing, Islamabad | February 2021 – January 2023***

- Conducted 50+ workshops on leadership, communication, and personal development, improving engagement by 20%.
- Performed Training Needs Analysis (TNA), creating targeted modules to bridge skill gaps.
- Introduced a blended learning model, achieving a 90% employee training completion rate.
- Leveraged NLP techniques to strengthen collaboration and team dynamics.
- Introduced employee counseling program to activate the productivity of employees.
- Aligning with different universities for employer branding and onboarding programs.
- Creating a productive culture for the company employees using LMS and Working aaps.

## **Manager, Human Resources**

***Welfare & Relief Committee, Peshawar | July 2019 – January 2021***

- Streamlined HR policies and compliance for 150+ employees, enhancing efficiency and adherence to regulations.
- Designed training sessions on healthcare management, improving employee performance by 12%.
- Implemented digital tools for leave and attendance management, reducing administrative workload.
- Looking at the operations of hospitals and student scholarship programs.
- Supervising the recruitment process and selecting the suitable candidate.
- Working on liaison between organization and government departments.
- Working on employee development programs to enhance the skills of employees.

## **Training & Development Executive | In-House Trainer**

***Welfare & Relief Committee, Peshawar | July 2018 – June 2019***

- Facilitated 30+ personal and professional development training sessions, achieving a 15% improvement in skill retention.
- Empowered employees through coaching methodologies to achieve career advancement.
- Managed the complete training calendar of the training department.
- Manage pre and post training assessments

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## **HR Consultancy Services**

***Self-Employed | Freelance Consultant | 01/01/2022 – Present***

### **Key Clients:**

- Homies Service: Enhanced hiring efficiency and reduced turnover rates by 15%.
- Tutors gateway: Delivered compliance and leadership training programs.
- Xtream Marketing: Designed HR policies and implemented performance management systems.
- Itech Experts: Consulted on employee engagement and organizational development strategies.
- Motortechpk: consulted as business and HR Consultant

### **Key Achievements:**

- Developed customized HR frameworks for SMEs, aligning HR operations with business objectives.
- Rolled out HRIS systems, streamlining administrative processes and improving data accuracy.
- Conducted organizational development workshops, driving performance improvements across client teams.

- Successfully hired the teams and provided them with a complete training module along with training.

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### **Licenses & Certifications**

- Certified Human Resource Professional (CHRP)
- Certified Performance Management Professional (CPMP)
- Certified Neuro-Linguistic Programming (NLP) Practitioner
- Certified Life Coach
- Train the Trainer – Alison
- Certified Trainer – British Council, HEC, NPO, Institute of Management Sciences
- Certified Trainer – U.S. State Department

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### **Achievements**

- Employee of the Year Award – Win Win Marketing
- Rising Star Award – Sky Marketing
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- Certificate of Appreciation by Welfare and relief Committee.
- Certificate of Appreciation By CAT-D Hospital Totakan Malakand.
- Award of Recognition by Government of Khyber Pakhtunkhwa.
- Award of Recognition by Iqra National University.
- Best Organizer Award by Dignity Corporation.
- Second Position Holder at Express Education and career Expo Peshawar in Innovative Business Ideas.

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### **Education**

#### **B.B.A (Human Resource Management)**

The Agriculture University, Peshawar – 2018

#### **B.A (Mass Communication & Education)**

Alkhair University, AJK – 2015

#### **H.S.S.C (Pre-Engineering)**

B.I.S.E., Peshawar – 2013

#### **S.S.C (Science)**

F.B.I.S.E. – 2011