



# Yaseen Saleem

Business Development | People Management | Talent Acquisition Specialist

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## Summary

Experienced Business Development professional with a solid foundation in HR Generalist functions and Talent Acquisition. Demonstrated ability to meet business targets, cultivate client relationships, and identify avenues for business growth. Proficient in attracting top-tier talent and driving expansion initiatives. Skilled in optimizing HR operations to fuel organizational growth, ensuring adherence to legal regulations and industry standards. Holds a Bachelor's degree in Business Administration with specialized knowledge in HR management, training, and performance enhancement strategies

## Skills

Talent Acquisition | Sourcing | Technical Recruiting | Screening | Interviewing | Hiring | Performance Management | People Management | HR Administration | Business Development | Negotiation | Portfolio Management | Lead Generation | Process Improvement | Project Coordination | Vendor Management | Labor Law Compliance | Advanced Excel | MS Office (Word, Excel, PowerPoint, Outlook) | Oracle Business Intelligence | Salesforce | Jira | Confluence

## Work experience

### Assistant Manager Business Development

2023-02 - Present

IQ Data, Dubai

- Developed and executed lead generation strategies to identify and prospect high-potential selling clients, meeting recruitment goals by 100%.
- Developed and maintained strong relationships with existing clients, ensuring high satisfaction and retention.
- Managed a portfolio of clients, ensuring performance targets were met and providing consultative support.
- Explored new opportunities within existing client accounts, identifying areas for additional services or expansions.
- Conducted regular client meetings and check-ins to assess satisfaction levels, address concerns, and identify opportunities for upselling or cross-selling services.
- Delivered training sessions to educate clients on industry recruitment and employee onboarding standards, ensuring adherence to best practices and regulatory guidelines.
- Developed customized solutions and proposals to meet the specific needs and objectives of both existing and potential clients.
- Monitored and evaluated performance metrics for the designated portfolio, analyzing data to pinpoint areas for enhancement and refine client development strategies.

### Human Resources Consultant

2021-09 - 2023-03

Jobseekers.ae, Ajman

- Utilized social media, job boards (LinkedIn, Indeed, Glassdoors, Naukrigulf etc), and industry-specific platforms to create a strong online presence, resulting in a 30% increase in qualified applicants and a more diverse candidate pool.
- Contributed to business development efforts by attracting new clients and expanding the client base, thereby driving revenue growth.
- Designed and executed comprehensive training programs for professional development, enhancing skills and productivity to support business growth objectives.
- Provided expert guidance on HR policies, ensuring compliance with legal regulations and industry standards.

### Hub Manager

2018-09 - 2022-07

Daraz (Alibaba Group), Sialkot

- Implemented a streamlined onboarding process, reducing onboarding time by 25% and ensuring a seamless experience for 100+ new hires.
- Identified strategic business opportunities for emerging brands on Daraz by analyzing market trends.
- Managed a diverse portfolio of selling partners, consistently meeting or exceeding sales targets to drive business growth on the Daraz platform.
- Provided tailored strategic consultation to selling partners, leveraging data-driven insights to enhance their presence and success on Daraz.
- Educated selling partners on Daraz's high delivery and customer experience standards, ensuring alignment with platform guidelines.
- Managed recruitment logistics, coordinating 100+ interviews during the campaign, resulting in a 20% reduction in time-to-fill vacant positions.
- Oversaw the filing of training documents in employee records, maintaining compliance and completeness of training records.
- Successfully managed logistics and operations within the hub, ensuring efficient order processing and timely customer deliveries.
- Implemented inventory management strategies, resulting in a 20% reduction in stockouts and a 15% increase in product availability.
- Collaborated with vendor managers to identify client training needs, aligning initiatives with organizational objectives.
- Analyzed reports and data to monitor and optimize the performance of the selling partner portfolio, making necessary adjustments for improvement.

### Branch Supervisor

2017-12 - 2018-09

Advance Telecom, Sialkot

## Education

### Bachelor of Business Administration (Honors)

2013 - 2017

University of Gujrat

- Major in Human Resources Management, Faculty of Management & Sciences- coursework included Recruitment and Selection, Training & Development, Performance Management & Compensation, and Reward Management.

## Certifications

- Fundamentals of Human Resources from Alison