

AMIRA SHAKER

Strategic HR & People & Culture Leader | Transformation & HR Analytics

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SUMMARY

I am a Strategic HR & People & Culture Leader with over 10 years of experience driving HR transformation and aligning people strategies with business objectives across multi-country environments. Throughout my career, I have led and developed HR functions covering Talent Acquisition, Organizational Development, Performance Management, Payroll, and HR Operations, supporting workforces exceeding 500 employees and managing cross-functional teams. I have played a key role in both building HR structures from the ground up and transforming existing functions to enhance efficiency, governance, and overall performance.

My approach combines strong business understanding with a focus on people and culture, ensuring that HR initiatives not only support operations but also drive engagement, performance, and sustainable growth. I also bring a growing focus on HR analytics and data-driven decision-making to improve workforce planning, optimize processes, and support leadership in making informed strategic decisions.

I have worked across diverse markets including Egypt, UAE, KSA, and international environments, bringing flexibility, adaptability, and a practical mindset to every organization I support.

EXPERIENCE

Strategic HR Business Partner and Organizational Development Consultant

09/2025 – Present
Egypt

Egybell

Acting as a Strategic HR Business Partner and Organizational Development Consultant, leading HR transformation initiatives and partnering with clients to align people, culture, and organizational capabilities with business strategy across diverse industries.

- Partner with senior leadership and stakeholders to shape and execute people strategies that drive business transformation and organizational effectiveness
- Lead Organizational Development interventions, including organizational design, job evaluation frameworks, and workforce restructuring initiatives
- Design and implement integrated Performance Management Systems (PMS) and KPI frameworks to strengthen performance culture and accountability
- Establish and standardize HR governance, policies, and operating models to ensure consistency, scalability, and compliance
- Drive the transformation and setup of HR functions, enabling clients to transition from operational HR to structured, strategic HR environments
- Advise on workforce planning, talent strategy, and organizational capability development to support growth and long-term sustainability
- Utilize data-driven insights and HR analytics to support decision-making, improve workforce performance, and optimize HR effectiveness

HR Manager | People & Culture & Organizational Development

09/2024 – 08/2025
Egypt

MAD for Design & Construction

Led the development and transformation of the HR function within a growing organization, aligning people, structure, and culture with business objectives in a dynamic construction environment.

- Led the establishment and enhancement of HR functions, including Talent Acquisition, Organizational Development, Payroll, and Personnel
- Partnered with leadership to align workforce planning and organizational structure with business growth and operational needs
- Designed and implemented HR policies, procedures, and governance frameworks to ensure consistency and compliance
- Developed Performance Management Systems (PMS) and KPI frameworks to improve performance visibility and accountability
- Managed full employee lifecycle, including recruitment, onboarding, performance evaluation, and employee relations
- Supported organizational restructuring initiatives to enhance efficiency and optimize workforce utilization

- Improved HR processes and operational workflows to increase efficiency and support business continuity

Global HR & Talent Partner | People & Culture & Organizational Development

Ulemt & Radio Active

Supported a digital E-commerce group providing HR, IT, Marketing, Call Center, and EOR services, acting as a global HR partner across multiple markets.

- Partnered with Managing Partners and CEO to support organizational structuring and business expansion across Egypt and Bulgaria
- Contributed to building company structure, HR policies, and operational processes to support scalability
- Led global Talent Acquisition activities, hiring technical and non-technical roles across different regions and levels
- Designed and supervised onboarding processes for both employees and clients across multiple functions (HR, IT, Marketing, Finance, Operations)
- Supported business strategy through workforce planning, target setting, and aligning HR activities with operational goals
- Built and maintained strong client relationships, supporting business development and service delivery
- Monitored operational performance and contributed to improving processes, efficiency, and cost optimization
- Analyzed business and operational data to support decision-making and identify opportunities for improvement

07/2023 – 09/2024
(Egypt | UAE | Bulgaria – Remote Support)

Regional HR Business Partner | HR Transformation & Operations

IMPERIUM GROUP

Led the establishment and transformation of HR functions across three countries, supporting multi-site operations and aligning HR strategy with business expansion and operational needs.

- Built and led the full HR function from the ground up, covering Talent Acquisition, Organizational Development, Performance Management, Payroll, and Personnel
- Supported a multi-country workforce exceeding **500+ employees**, ensuring consistency and alignment across regions
- Partnered with leadership to develop and implement HR strategies aligned with business objectives and growth plans
- Designed and implemented HR operating models, policies, and governance frameworks across UAE, Egypt, and Syria
- Implemented HRIS (Odoo) to enhance HR operations, reporting, and process efficiency
- Developed organizational structures, job descriptions, and KPI frameworks to drive performance and accountability
- Oversaw workforce management processes including contracts, attendance, and employee lifecycle across regions
- Acted as a key advisor to leadership in resolving operational challenges and improving workforce effectiveness

12/2022 – 07/2023
UAE – Egypt – Syria

Global Talent Management & Acquisition Lead | People Management

STAFF ARABIA & UNI-SERVE

Led global Talent Management and Talent Acquisition initiatives across multiple regions, supporting business growth through strategic hiring, workforce planning, and talent development across diverse industries.

- Developed and executed global Talent Acquisition strategies aligned with business objectives and workforce demands
- Led end-to-end recruitment across multiple industries (Technology, Telecom, Retail, Manufacturing, Call Centers) and across different geographies
- Managed and developed recruitment teams, providing leadership, coaching, and performance direction
- Partnered with business leaders to understand talent needs, workforce challenges, and hiring priorities across regions
- Built and maintained strong global talent pipelines to support current and future workforce requirements
- Utilized recruitment metrics and data insights to improve hiring efficiency, quality of hire, and time-to-fill
- Supported clients with salary benchmarking and market insights across different markets

12/2021 – 12/2022
Egypt

- Strengthened employer branding initiatives to attract and engage high-quality talent globally
- Managed vendor relationships and ensured delivery aligned with business expectations and performance standards
- Ensured compliance with recruitment processes, policies, and operational frameworks across regions

HR & Administration Supervisor | People & Operations

01/2021 – 12/2021
Egypt

QLU FURNITURE

Played a key role in establishing the HR and administrative function within a startup manufacturing environment, supporting organizational setup and workforce operations.

- Built HR and administrative functions from the ground up, including structure, policies, and operational processes
- Led recruitment across all levels, including management and blue-collar workforce
- Developed organizational structure and supported workforce planning aligned with business needs
- Established payroll processes and personnel administration for white- and blue-collar employees
- Supported operational efficiency through process improvement and coordination across departments
- Oversaw administrative activities including inventory coordination and internal documentation

HR Senior Specialist | Talent Acquisition & Employee Lifecycle

04/2019 – 12/2019
Egypt

MOBICA FURNITURE COMPANY

- Managed end-to-end Talent Acquisition and employee lifecycle processes across multiple subsidiaries within a large industrial group.
- Led recruitment activities across multiple business units, covering both white- and blue-collar roles
- Managed hiring processes for various levels including technical, operational, and managerial positions
- Coordinated onboarding processes and ensured smooth employee integration
- Supported Performance Management processes, including KPI alignment during hiring and evaluation stages
- Conducted exit interviews and provided insights to support employee retention strategies
- Delivered recruitment reporting and analysis, including headcount tracking and hiring trends
- Supported employer branding initiatives and participation in job fairs

HR & Administration Supervisor | HR Operations & Personnel

01/2018 – 04/2019
Egypt

GS ESC (DAESUN ELECTRICAL)

Supported HR operations and administrative functions within a large-scale project environment, ensuring smooth workforce management and operational coordination.

- Managed recruitment processes including screening, interviewing, and coordinating candidate selection
- Administered payroll processes, timesheets, and employee attendance tracking
- Maintained personnel records and supported employee lifecycle administration
- Coordinated staff logistics, including travel arrangements and site-related administrative support
- Monitored workforce data including leave, attendance, and headcount reporting
- Supported procurement processes by preparing requests (RFPs) for office, site, and operational needs
- Coordinated subcontractor documentation and supported financial tracking activities
- Ensured compliance with internal procedures and supported documentation for HR and operational activities

HR Operations Specialist | Talent Acquisition & Workforce Planning

06/2017 – 01/2018

XCEED / TELECOM EGYPT (WE ACCOUNT)

Supported large-scale recruitment and workforce planning operations for Telecom Egypt (4G network launch), delivering high-volume hiring and workforce allocation across multiple organizational levels.

- Delivered high-volume recruitment campaigns, successfully fulfilling workforce requirements across multiple grades and functions
- Managed end-to-end hiring processes including sourcing, interviews, coordination, and onboarding
- Supported workforce planning and headcount allocation across different organizational levels (G1–G6)
- Produced recruitment reports and workforce analytics to support decision-making and operational planning
- Coordinated candidate assessments, interviews, and onboarding processes to ensure timely hiring delivery
- Supported issue resolution during training and onboarding phases to ensure smooth employee integration
- Conducted root cause analysis to identify hiring and operational challenges and recommend improvements

HR & Quality Assurance Section Head | HR Operations & Organizational Development

01/2016 – 06/2017
Egypt

STARS TEL CONTACT CENTER

Led the establishment of the HR function alongside Quality Assurance operations within a contact center environment, supporting organizational setup, workforce management, and performance improvement.

- Built the HR department from the ground up, covering Talent Acquisition, Personnel, Payroll, Employee Relations, and HR operations
- Managed Quality Assurance function, including performance monitoring, KPI tracking, and SLA compliance
- Led recruitment processes, onboarding, and employee lifecycle management
- Developed and implemented HR processes, policies, and internal systems to support operational efficiency
- Supervised and coached teams, ensuring performance alignment and continuous improvement
- Implemented performance management practices and KPI frameworks across teams
- Conducted audits and quality reviews to ensure compliance with operational standards (COPC and internal policies)
- Provided reporting and analysis to support management decisions and operational improvements

Coaching Team Leader | Customer Experience & Team Development

05/2015 – 12/2015

XCEED CONTACT CENTER

Supported team performance and customer service quality within a high-volume contact center environment, focusing on coaching, development, and operational support.

- Provided coaching and support to new team members to improve performance and service quality
- Monitored team performance and contributed to quality improvement initiatives
- Handled escalations and supported floor operations to ensure service continuity
- Delivered performance feedback and basic reporting to support team development

Customer Care Agent | Customer Service Excellence

12/2013 – 06/2015

SME CORE (CUSTOMER CARE) IN VODAFONE

Delivered customer service support within a high-volume telecom environment, ensuring service quality and customer satisfaction.

- Provided support to SME clients, handling inquiries and resolving issues in a timely manner
- Applied First Call Resolution (FCR) principles to enhance customer experience
- Supported billing and collections inquiries with clear communication and accuracy
- Consistently met and exceeded performance KPIs and service quality standards

Administrative Coordinator | HR & Office Support

06/2011 – 12/2013
Egypt

ARAB UNION TO COMBAT COUNTERFEITING AND FORGERY

Provided administrative and HR support within a professional organizational environment, contributing to early exposure in recruitment and coordination activities.

- Supported recruitment activities including candidate coordination and interview scheduling

- Assisted in onboarding and training coordination for new employees
- Organized conferences, meetings, and internal events
- Managed travel arrangements and administrative logistics
- Provided general office and coordination support across departments

EDUCATION

BACHELOR OF COMMERCE - ACCOUNTING
AIN SHAMS UNIVERSITY

06/2011

SKILLS

- QUALITY ASSURANCE
- AUDIT
- PROCESS PEOPLE MANAGEMENT
- PROJECT MANAGEMENT
- REPORTING & ANALYSIS
- HR QUALITY PROCESS
- Inventory Management
- Resourcefulness
- Public Relations
- Marketing
- Knowledge of Odoo & other Software systems
- Target Planning, Setting and Monitoring
- Business Strategy Development
- Marketing and Sales
- Advocacy
- Employee Onboarding
- Client Relationship Building

LANGUAGES

English
C1



Turkish
Intermediate



VOLUNTEER AT EGYPTIAN RED CRESCENT

Volunteer Senior Trainer

01/2009 – Present
Egypt

- Hold a first aid course
- Hold a course in international humanitarian law (IHL)
- Trained in safety and health project
 - Senior Trainer for 9 years & dealing with Syrian children
- Hold YABC Course(Youth As Behavior for change)
- Hold the theater of the Red Crescent
- Participated in a training session to prepare volunteers in the field of psychological and social support . Got a course in communication skills
- Hold a Fundraising workshop
- Participated in the training workshop for the dissemination of standards and Sphere Humanitarian Charter in responding to and preparing for disasters
- Member of the rapid intervention team in emergencies and disasters
 - Member in National Disaster Response Team (NDRT)
- Participated in the Mediterranean Youth Workshop in Spain 2013 'Youth promoting a culture of non-violence and peace', 'YABC & Leadership Skills' Participated in International - Mobilization And Preparation For Action Workshop from 10-14 August 2014 Tehran, Iran (Member in IMPACT Team)
- Physiological Support Trainer

CERTIFICATIONS

- TOT
- HRM
- CMA Part 1
- Web Development In progress
- SPHRI
- Digital Marketing In Progress