

Marwa Mohamed Yassin

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Location: Egypt

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Professional Summary

Human Resources professional with over 12 years of extensive experience across all HR functions. Proven expertise in Strategic HR Consulting, Organization Development, and Talent Management across the GCC region, including KSA and UAE. Skilled in aligning people's practices with organizational goals and designing high-impact performance management systems.

CORE COMPETENCIES

- Strategic HR: HR Strategy Design, Workforce Planning, Policy Development.
- OD & Talent: Organizational Structure, Job Analysis, KPIs, Succession Planning.
- Operations: Payroll Administration, Recruitment & Selection, Compensation & Benefits.
- Compliance: Labor Law Expertise (Egypt & GCC), Employee Relations, Change Management.

Formal Education

- ✓ Master of business administration class of 2021, faculty of commerce, Business Administration Section, Alexandria University (MBA).
- ✓ Diploma in Human Resource Management class of 2013, faculty of commerce, Alexandria University.
- ✓ Human resources professional certificate class of 2011, Arab Academy for Science and Technology.
- ✓ Bachelor's degree, faculty of commerce, Business Administration Section class 2004, Alexandria University.

Languages

Arabic: Native

English: Fluent

Core Skills

HR expertise in Organization Development, Talent & Performance Management, Recruitment, Compensation & Benefits, HR Policies, Change Management, HRIS, Learning & Development, Employee Relations, and Remote HR Consulting.

PROFESSIONAL EXPERIENCE HR

HR Consultant, Bavly Fashion Retail Group, Egypt

May 2025- November 2025.

Responsibilities:

- Provided strategic HR consulting to management on organizational design, workforce planning, and HR policies.
- Designed and implemented HR frameworks including recruitment, performance management, and employee engagement systems.
- Advised clients on labor law compliance, HR best practices, and internal regulations.
- Led talent acquisition projects, including job analysis, sourcing strategies, interviews, and onboarding

processes.

- Conducted HR audits to assess gaps and recommend process improvements.
- Supported change management initiatives and guided leaders through organizational transformations.
- Developed training and development plans aligned with business needs and competency frameworks.
- Acted as a trusted advisor to senior management on employee relations and conflict resolution.

HR Group Manager | A2Z com, Egypt

October 2024 – April 2025

- Execution Planning: Transformed HR policies into executable departmental procedures.
- Performance Assessment: Analyzed team reports to determine performance levels and specific training needs.
- Total Rewards: Researched industry compensation standards to design competitive salary structures.

HR Manager | Egyptian for Natural Oils com, Egypt

September 2019 – October 2024

- Workforce Planning: Managed quarterly and annual staffing needs, headcount reporting, and resource allocation.
- Job Architecture: Conducted thorough job analyses to define descriptions and "KSA" specifications.
- Payroll & Benefits: Supervised monthly payroll, grading systems, salary scales, and medical insurance accounts.

HR Consultant | Ghaya Consulting (KSA & UAE Projects)

November 2017 – March 2019

- Regional Consulting: Led HR system design and OD projects for Al Khafji National Hospital (KSA) and Nous Trading LLC (UAE).
- KPI Design: Created KPI system roles for junior, senior, and executive levels.
- Metrics Analysis: Tracked hiring metrics (Time-to-fill) and designed candidate experience surveys.

PREVIOUS ROLES

- ✓ Senior HR | Creative Advertising | July 2016 – Nov 2017
- ✓ HR Specialist | Asala for Cosmetics | Feb 2015 – June 2016
- ✓ HR Recruiter | Fox Industrial Electronic | Sept 2009 – Nov 2011 * Office Manager & Customer Service | Fox Industrial Electronic | 2004 – 2009

Any other information will be provided upon request

Thank you