

Heidi Rafeeq

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Professional Summary

Strategic and visionary Human Resources executive with over 15 years of progressive leadership experience driving organizational development, talent management, and workforce transformation in dynamic environments. Proven track record in aligning HR strategy with business goals to enhance culture, productivity, and employee engagement. Expertise spans executive leadership in talent acquisition, succession planning, compensation strategy, performance management, and change management. Adept at leading high-impact teams, spearheading large-scale HR initiatives, and fostering a data-driven, compliant, and inclusive workplace culture. Holds a Bachelor's in Psychology and pursuing a Master's in Industrial and Organizational Psychology, underpinning deep understanding of human capital development and analytics.

Experience

Human Resources Manager | ARIA Technologies (Giza Systems Subsidiary)

Feb 2025– Present

- Led strategic HR planning aligning workforce capabilities with rapid production cycles and complex project deadlines in a high-growth manufacturing environment.
- Designed and deployed performance management frameworks integrating behavioral and technical competencies, elevating workforce productivity.
- Championed succession planning for mission-critical roles, reducing talent gaps and securing operational continuity.
- Directed HR analytics initiatives focused on turnover, engagement, and recruitment metrics to optimize talent strategies and reduce time-to-fill.
- Revamped onboarding with an emphasis on safety culture and lean practices, enhancing retention and new hire productivity.

Admin and Human Resources Manager | Bokra Holding for financial investment (Fintech)

Apr 2024 – Dec 2024

- Owned full-spectrum HR responsibilities including talent acquisition, compliance, employee relations, and compensation in a fast-evolving fintech context.
- Developed and implemented targeted HR strategies aligned with rapid business growth and employee engagement goals.
- Administered market-competitive compensation structures and benefits programs to attract and retain top talent.
- Piloted training programs addressing identified skill gaps, enabling scalable employee development.

HR Learning Operations & Employee Relations Supervisor | Etisalat Egypt

Sep 2022 – Apr 2024 (7 Years)

- Directed corporate-wide learning and development initiatives aligned with strategic business objectives across a 5,000+ employee base.
- Executive liaison for employee relations, managing grievance resolution, contract renewals, and compliance with labor regulations.
- Delivered analytical insights from LMS and employee studies to influence HR policies and leadership decisions.

HR Shared Services Supervisor | Etisalat Egypt

June 2021 – Sep 2022

- Managed end-to-end HR shared services including payroll, onboarding, and benefits administration for +5000 of employees, leveraging Oracle HRMS for accuracy and efficiency.
- Led process improvements generating increased compliance, employee satisfaction, and operational efficiency.
- Provided senior leadership with actionable HR metrics and reports driving strategic workforce planning.

HR Shared Services Senior Specialist | Etisalat Egypt

Sep 2017 – May 2021

- Managed the monthly payroll system for over 5,000 employees through **Oracle**, ensuring 100% data accuracy and timely disbursement.
- Served as a primary resource for employee inquiries, resolving issues related to payroll, benefits, and general HR policies.
- Contributed to the development and maintenance of employee documents and records, ensuring full compliance with audit requirements.
- Oversaw new hire onboarding processes, collaborating with relevant departments to ensure a smooth and seamless joining experience.

HR Generalist | Integrated Development-Tech Services

Aug 2016 – Aug 2017

- Managed the full-cycle recruitment process, from candidate sourcing and screening to conducting interviews and handling orientation.
- Assisted senior management in creating and implementing new HR policies and procedures.
- Developed and administered the company's employee benefits plan and managed all payroll administration.

HR Generalist | Nafham- Educational Platform

Jan 2013 – Sep 2016

- Directed the end-to-end recruitment process, ensuring a robust pipeline of qualified candidates for various roles.
 - Developed and implemented a performance appraisal system to align employee performance with organizational goals.
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Education & Certifications

- **Master of Arts in Psychology** (Industrial and Organizational Psychology – Business Psychology), Ain Shams University (**In Progress**)
Thesis: The Impact of Work Culture on Employee Flourishing
 - **HR Management Certificate** | The American University in Cairo
 - **Bachelor of Arts in Psychology** | Ain Shams University
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Skills & Competencies

HR Expertise: Talent Management, Organizational Development, Compensation & Benefits, Payroll Administration, Employee Relations, Learning & Development, HR Shared Services, HRIS Implementation, Performance Management, Onboarding, Recruitment

Technical Skills: Oracle, Microsoft Office Suite, Data Analysis, Reporting

Soft Skills: Strategic Planning, Leadership, Problem-Solving, Communication, Process Improvement

Languages

- **Arabic** - Native
- **English** - Professional Working Proficiency