

# AYESHA FATIMA

Global People Operations | Workday | APAC & Pakistan HR | HRIS Specialist | CPHR Certified

Pakistan (Remote)  
ayesha.kafil@gmail.com  
+92 335 305 2018  
linkedin.com/in/ayesha-fatima-peopleops

## PROFESSIONAL SUMMARY

Global HR Manager and People Operations specialist with 10+ years of experience delivering end-to-end employee lifecycle operations across APAC and Pakistan for international remote-first organisations. Daily Workday power user managing complex HRIS transactions across Position Management, Compensation, Performance, and full lifecycle events. Proven in building distributed HR systems that scale, Freshservice for employee support, monday.com for workflow management, Greenhouse for recruitment; across multiple time zones and regulatory environments. Currently the HR lead for Pakistan and APAC People Support at Monks (S4 Capital Group). CPHR Certified. Open to remote-first global People Operations and HRIS leadership roles.

## CORE COMPETENCIES

<b>HRIS</b>	Workday: Position Management · Compensation · Performance · Probation · FTC · Terminations · Job Changes
<b>ATS</b>	Greenhouse: full-cycle recruitment, candidate pipeline, interview coordination, offer management
<b>Helpdesk</b>	Freshservice: employee query management, SLA tracking, HR helpdesk operations, ticket analytics
<b>Workflow</b>	monday.com: onboarding & offboarding workflows, task automation, lifecycle process management
<b>HR Ops</b>	Employee lifecycle · Policy compliance · APAC labour law · Data integrity · Audit readiness
<b>Recruitment</b>	Full-cycle talent acquisition · Employer branding · Stakeholder advisory · Offer management
<b>Analytics</b>	HR reporting · People metrics · Compensation benchmarking · Organisational data analysis

## CERTIFICATIONS

**Certified Practitioner Human Resources (CPHR)**  
NED University · July 2024

**Advanced Diploma — Business Administration & HRM**  
Centennial College, Toronto, Canada · 2011

## PROFESSIONAL EXPERIENCE

### HR Manager · People Support APAC & HR Lead Pakistan · Monks (S4 Capital Group)

April 2022 – Present · Karachi, Pakistan · Remote

Part of the global People Support team at Monks — a digital marketing and technology agency within S4 Capital Group, operating across 30+ countries. Primary HR contact for Pakistan and APAC people operations as People Support in a fully remote environment.

- Administer Workday daily across the full HR transaction spectrum, position creation, compensation changes, Fixed-Term Contract extensions, probation management, full-lifecycle terminations, and internal job changes for APAC employees.
- Own the complete performance management cycle in Workday, configuring goal-setting workflows, driving performance review cycles, and managing probation tracking with measurable SLA adherence.
- Serve as primary APAC people support contact via Freshservice, resolving employee queries on HR policies, payroll, benefits, leave, and work permits with high satisfaction scores and published SLA standards.
- Design and manage end-to-end onboarding and offboarding workflows in monday.com, ensuring compliance, consistent employee experience, and complete documentation for all APAC transitions.
- Partner with S4 Global Recruitment on full-cycle recruitment for Pakistan via Greenhouse, managing sourcing, candidate pipeline, interview coordination, scorecard compliance, and offer management.
- Maintain HRIS data integrity and audit readiness across all HR systems, regularly auditing Workday records and coordinating with global People teams on compliance and reporting requirements (98% data accuracy standard).

- Partner with regional HRBPs and global People leadership on compensation cycles, headcount planning, and people strategy initiatives across APAC markets.
- Ensure compliance with local labour laws across APAC markets, maintaining market-specific documentation, processing all employment changes against local regulatory requirements before Workday is updated.

### **HR Manager · Desol Energy Pvt. Ltd.**

*September 2017 – March 2022 · Karachi, Pakistan*

- Partnered with senior leadership to develop and implement HR policies supporting strategic business growth, organisational change, and workforce planning for a growing energy sector organisation.
- Led core HR processes including performance calibration, compensation review cycles, employee relations management, and organisational development programmes.
- Designed and deployed end-to-end recruitment programmes, talent retention initiatives, and learning and development frameworks from the ground up.
- Managed full employee lifecycle from sourcing and onboarding through offboarding and exit management.

### **Recruitment Specialist · Jubilee Life Insurance**

*August 2015 – August 2017 · Karachi, Pakistan*

- Managed full-cycle recruitment across multiple business functions — sourcing, screening, offer management, and onboarding — leveraging industry networks and structured hiring plans.
- Advised senior leadership on organisational design, change management, leadership development, and workforce capability planning.

### **Marketing Officer · Jubilee General Insurance**

*August 2013 – July 2015 · Karachi, Pakistan*

- Managed digital marketing operations, competitor benchmarking, market analysis, and marketing budget oversight while supporting CRM system deployment across departments.

## **KEY STRENGTHS FOR REMOTE GLOBAL ROLES**

Remote-First Operations	Multi-Timezone HR	APAC Compliance	Workday Administration
Async Communication	Distributed Team Support	HRIS Data Integrity	Employee Lifecycle Mgmt

*10+ years of HR experience across Pakistan and APAC · 3+ years fully remote in a global agency environment · Deep familiarity with multi-country HR compliance, data privacy, and cross-regional people operations · Proven ability to build trusted relationships with employees and leadership teams across geographies without in-person interaction.*