





MUHAMMAD SARMAD SALEEM

 Al Jubail, Kingdom of Saudi Arabia |  +966 55 370 2867 |  m_sarmad@outlook.com |  [LinkedIn](#)

PROFILE SUMMARY

I'm **Recruitment & Mobilization Specialist / Operations Coordinator** with over **8 years of experience** supporting major projects across **Saudi Arabia and Pakistan**, focusing on **construction contracting, consulting, retail operations, and hospitality**. Specialized in **full-cycle recruitment, workforce mobilization, and HR operations**, with strong working knowledge of **Saudi labor law**, visa processing, and **government platforms** (Muqem, QIWA, GOSI, SCE, SOCPA). Adept at managing mobilization logistics for large manpower volumes and coordinating site readiness in alignment with project demands.

Proficient in **LinkedIn Recruiter, Zoho, Odoo, and HRMS platforms**, delivering fast, compliant, and scalable hiring solutions to support mega projects under **Saudi Vision 2030**.


CORE COMPETENCIES

- Full-Cycle Recruitment (White/Blue Collar).
 - Visa Processing & Iqama Management.
 - Workforce Mobilization & Onboarding.
 - Saudi Labor Law & Legal Compliance.
 - Government Relations (GOSI, QIWA, Muqem, SCE, MOFA).
 - Manpower Planning & Deployment.
 - Contract & Document Management.
 - Camp, Accommodation & Transport Coordination.
 - Recruitment Tools (LinkedIn Recruiter, Bayt, Naukri, Zoho, HRMS).
 - HR Operations | Payroll | Attendance | Reporting.
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PROFESSIONAL EXPERIENCE

RECRUITMENT OFFICER & MOBILIZATION COORDINATOR

Eamar Almotahedon Co., Ltd. – Al Jubail, KSA

 Feb 2024 – Present


- Leading **full-cycle recruitment** for white-collar and blue-collar manpower across mega infrastructure and maintenance projects (e.g., Saudi Aramco Contractors, ENPPI, HEISCO, CCE, Sendan, EXACTTS).
- Handled end-to-end **Mobilization logistics**, including visa issuance, Iqama processing, gate pass approvals, and third-party agreements.
- Coordinated with **GOSI, QIWA, Muqem, SCE, and MOFA** to ensure compliance for employee registration, residency, and work permits.
- Strategized **Manpower planning**, aligning site needs with project timelines and workforce availability.
- Managed **Employment contracts, onboarding**, and travel logistics (flight, accommodation, transport, camp setup).
- Acted as the key liaison for clients, vendors, and government agencies on HR and staffing matters.
- Tracked HR data using **Odoo, Zoho, and MS Office Suite** for payroll support, compliance, and performance dashboards.

Key Achievements:

- Mobilized over **639 personnel in under 10 months**.
- Delivered **150,000+ safe man-hours** with full legal compliance.
- Reduced mobilization turnaround time by **30%** through workflow optimization.

PEOPLE OPERATIONS & RETAIL HR COORDINATOR

Gas & Oil Pakistan Limited – Lahore.

 **Feb 2021 – Jan 2024**

- Managed **retail workforce operations** for company-owned fuel stations, including recruitment, onboarding, HR documentation, and site accountability.
- Oversaw HR audits, staff scheduling, and backend coordination for **12+ management employees & 60+ non-management employees** across 4 sites.
- Coordinated daily reports, payroll inputs, and internal audits in collaboration with finance and admin.
- Maintained legal documentation, conducted soft HR audits, and ensured compliance with local labor policies.


Key Achievements:

- Maintained zero legal compliance violations.
- Improved reporting accuracy and documentation turnaround.

- Implemented consistent onboarding and attendance tracking systems.
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REGIONAL PEOPLE OPERATIONS COORDINATOR (SALES & DISTRIBUTION)

Shamim & Co. – PepsiCo Pakistan – South Punjab Region.

 **Nov 2017 – Dec 2020**


- Managed people operations and staffing support for field and distributor teams across designated regions.
- Handled recruitment logistics, onboarding, and HR support for remote workers and distributors.
- Coordinated manpower availability for seasonal projects and territory expansions.

Key Achievements:

- Supported territory market share growth from **36% to 67%** within 2 quarters.
 - Provided HR data insights to improve regional hiring strategy and reduce attrition.
 - Hired and managed work force of 300 employees directly linked with sales operation and distribution management.
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HR & ADMIN INTERN – SALES & EVENTS SUPPORT

Swiss Gardens Hotel & Residencies, Kuala Lumpur, Malaysia.

 **Mar 2017 – Oct 2017**

- Provided administrative and HR support to the hotel's sales and events department.
 - Bulk hiring for event staff and kitchen staff almost 350 employees of various background and nationalities.
 - Managed client documentation, internal HR coordination, and customer-facing logistics for event staffing.
 - Helped digitize internal HR database of 1,800+ contacts and staff profiles.
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EDUCATION

MBA – Master of Business Administration

Government College University, Lahore | 2015 – 2017

BBA (Hons) – Bachelor of Business Administration

Islamia University, Bahawalpur – Bahawalnagar Campus | 2010 – 2014

TECHNICAL & HR TOOLS

- **HR Systems:** Odoo, Zoho Recruit, Bayt, LinkedIn Recruiter, Naukri, HRMS
 - **Compliance Platforms:** Muqem, GOSI, QIWA, MOFA, SCE, Scopa
 - **Tools:** Microsoft Office Suite | Adobe Acrobat | Aconex | SAP (basic)
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CERTIFICATIONS & INTERESTS

- **Interests:** Labor Law Trends | Saudi Vision 2030 Projects | AI in Recruitment | Global Mobility
- **PMI Agile** – Certified Practitioner **PMIACP**
- **SHRM** – Certified Practitioner