

Coordonnées

www.linkedin.com/in/chahrazad-boussaoui (LinkedIn)

Principales compétences

Talent Management
Applicant Tracking Systems
Social Media Blogging

Languages

Arabic (Native or Bilingual)
English (Full Professional)
French (Native or Bilingual)

Certifications

Generative AI in HR
Certification Prep: SHRM-CP
Interviewing a Job Candidate for Recruiters
Generative AI for HR and L&D Professionals
CV Success Master Class

Chahrazad Boussaoui

Head of People&Culture @The Vantage | HR Strategy, Business Performance, Talent Acquisition, Employee Engagement , L&D
Doubaï, Émirats arabes unis

Résumé

An experienced HR leader specializing in HR strategy, talent acquisition, employee engagement, and L&D initiatives across diverse sectors in the MENA region. Currently, I serve as the Head of People, Culture & Performance at The Vantage, where I oversee the 360 HR function, promote a positive work environment, and drive talent development and performance management.

With a proven track record in reducing hiring costs and successfully recruiting top talent, I have also gained valuable experience in various industries, including media, hospitality, F&B, tech, retail, corporate functions, engineering, and factory roles.

Holding a master's degree in human resource management from the University of Algiers 3, along with certifications in recruitment and CV writing, I am passionate about connecting with people and enhancing talent acquisition and career development. I strive to ensure a positive and inclusive experience for all candidates.

Expérience

The Vantage

Head of People, Culture & Performance
décembre 2023 - Present (1 an 4 mois)
Dubai, United Arab Emirates

The Vantage encompasses three key divisions:

The MediaVantage – The leading international media representative in the Middle East.

The TechVantage – Experts in delivering global AdTech solutions to the MENA region.

The GreenVantage – Focused on integrating sustainability into campaigns for brands and agencies.

The People and Culture division drives the heartbeat of this dynamic organization, fostering an inclusive and innovative workplace culture. By prioritizing employee engagement, wellness, and professional growth, it ensures that The Vantage's most valuable asset—its people—remain empowered to deliver exceptional results.

- Lead the implementation of People & Culture strategy at The Vantage, focusing on talent acquisition, performance management, and employee engagement.
- Collaborate with the Leadership & Finance Team to drive business performance through our people, resulting in improved organizational design and compliance.
- Manage HR administration and business partnering to support the company's growth and success.

AMZ Group

HRBP-TA Partner

janvier 2022 - décembre 2023 (2 ans)

Dubai, United Arab Emirates

Key Achievements:

End to End recruitment process for all the group

Reduce Agency cost of hiring to 0% for the year of 2022- 2023

Key Areas:

- Develop group harmonized job grading based on the salary and benchmark.
- Training & Coaching for new recruited employees and people of PIP,
- Develop the Performance Management tracking of AMZ Group.
- Employees Engagement related to all the staff activities at AMZ Group.
- Develop the HR policies and Manual Procedure of AMZ Group.

Businesses: Hospitality & F&B (COVE BEACH DXB, AUH /MUSANDAM)

Retail (HAMAC /VILBREQVIN)

Facilities management (ONSITE)

Security services (FRONTLINE)

Support function: HR - MARKETING -IT -FINANCE - ADMIN - SALES OFFICE

Sunset Hospitality Group

Recruitment Consultant (contract)

septembre 2021 - décembre 2021 (4 mois)

Dubai, United Arab Emirates

[Remote Temporary role under a consultancy based Contract]

Supporting the recruitment team in placing candidates for different Brands & Divisions [Day life (pool & beach clubs), Dining (international casual dining brands) , nightlife (entertainment & night clubs)]
Source and recruit candidates through, Head Hunting, Social media – LinkedIn, Job portals - Coconut Jobs

Mohamed Hilal Group

Talent Acquisition Executive

octobre 2019 - septembre 2021 (2 ans)

Dubai, United Arab Emirates

- Developed and updated job descriptions and specifications based on RRF and hiring manager input.
- Managed recruitment process from initial assessments to offers, ensuring a smooth candidate experience.
- Participated in employment events like career fairs to widen the sourcing pool.
- Updated applicant tracking system for accurate data measurement and onboarding experience.

OPPO

HR & Recruitment Specialist

2017 - septembre 2019 (2 ans)

Algeria area

Designed and implemented recruiting strategy to attract top talent for OPPO Factory in Algeria.

Handled HR admin tasks, including employee records, contracts, and compliance with labor laws.

Streamlined onboarding, coordinating documentation, induction, and resource setup for new hires.

Delivered targeted training programs to enhance skills and productivity.

Gathered team feedback to continuously improve HR processes and employee experience.

Azadea Group

Assistant Manager

2015 - 2017 (2 ans)

Algeria area

- Assisted the store manager in all aspects of store management, including scheduling interviews and training new employees.

- Developed and implemented training programs to attract and retain talent, leading to a more efficient team.
- Ensured the store met all safety standards and provided a high level of customer experience.
- Resolved customer service issues and built positive relationships with customers, partners, and vendors.

Sonatrach

Internship

2013 - 2015 (2 ans)

Algeria area

- Conducted research on the impact of training and development on employee performance in the oil and gas industry.
- Analyzed data to identify key trends and insights to improve employee performance.

Formation

University of Algiers 3

Master degree, Human Resource Management and developement · (2016 - 2018)

University of Algiers 3

Bachelor degree, Human Resource Management · (2012 - 2016)

British Study Centres

Advanced level, English · (2013 - 2014)