

Ghazal Shahid

[LinkedIn](#)
Germany



HR & People Specialist with experience in Employer Branding, Recruiting, HR Analytics, and Internal Communications. Proven track record of increasing engagement, optimizing recruitment campaigns, and driving data-driven people initiatives in international environments.

EDUCATION

Technische Universität München (TUM), Munich, Germany

Graduated March 2025

MSc Consumer Science (Specialization in Marketing) CGPA: 1.8

Study Project: Partnered with Dürr AG to design engagement strategies for the Open House, integrating VR, gamification, and tailored content formats. Navigating

Thesis: *Dual Identities: Mothers in Leadership Roles in Hybrid Work Environments* – Conducted qualitative research to explore leadership identity construction, work-life integration, and organizational support systems for mother leaders in hybrid roles.

Institute of Business Administration (IBA), Karachi, Pakistan

Graduated December 2018

BSc Social Sciences and Liberal Arts (Majored in Psychology)

WORK EXPERIENCE

Working Student - Employer Branding and Communications at Temedica GmbH, Munich

Mar 2024 - Sep 2024

Industry: HealthTech / Digital Health

- Drove data-led employer branding strategy by producing ROI-focused KPI reports for web, social, and paid campaigns, enabling optimization efforts that delivered 60% Instagram follower growth and a 37% boost in LinkedIn engagement.
- Led the annual EVP survey, achieving a 50% YoY participation increase and translating employee feedback into refreshed messaging and improved career site positioning.
- Redesigned Temedica's Career Page through a cross-functional workshop driven by EVP insights, resulting in a 40% increase in applications for comparable roles listed in the past.
- Contributed to HR projects such as onboarding support, employee advocacy, and well-being initiatives, helping strengthen team experience and brand perception.

Working Student - People & Organizations at Orora Technologies GmbH, Munich

Apr 2023 - Feb 2024

Industry: Satellite Technology

- Managed full-cycle recruitment support by posting roles in Personio, screening applications, and contributing to a seamless candidate interview process and onboarding.
- Authored OroraTech's first DEI & Gender Equality Report, delivering data-driven insights that supported employer branding, ESG reporting, and diversity initiatives.
- Increased social engagement by 30% through targeted branding campaigns, such as "Women in Tech" and "Diversity at OroraTech," strengthening talent attraction and promoting the company as an inclusive employer.
- Led an internal engagement survey and developed action plans that drove a 35% rise in employee satisfaction in the following quarter's survey.
- Supported company-wide OKR adoption by creating educational resources and engagement strategies using internal wiki systems.

Working Student - People & Organization at Siemens AG, Munich

May 2022 - Mar 2023

Industry: Industrial Technology

- Created e-learning materials for global teams, strengthening internal communications, campaign strategy, and cross-functional collaboration skills, covering topics like Agile and Change Management.
- Conducted cross-country workforce analytics for Legal & Compliance, delivering actionable insights on gender, age, and role distribution to support strategic workforce planning.
- Drove digital transformation initiatives by developing content on digitalization trends, automation risks, and AI-driven legal processes, enhancing compliance readiness.
- Created reports based on statistical analysis and visualization of salary and diversity distribution data in Siemens AG Munich, this was used for year-end reviews by Siemens Business Partners.

- Contributed to Siemens' Ethics Lab and training roadmap, creating storytelling initiatives that promoted compliance culture and strengthened employee engagement.

Social Media Associate, Centre of Biomedical Ethics and Culture (CBEC), SIUT, Karachi

Jun 2019 - Dec 2020

Industry: Healthcare / Bioethics / Research

- Increased site traffic by 35% and social media following by 45% through research-driven content strategies tailored to audience interests.
- Boosted engagement by 20% by designing educational, story-led content aligned with bioethics and cultural relevance.
- Applied performance analytics to optimize post formats and timing, improving click-through rates.
- Managed content calendars plus backlog, and published across Facebook and Twitter, maintaining consistent brand voice and messaging.
- Produced original graphics and copy using tools like Canva and Procreate, ensuring visual consistency and timely delivery of campaigns.

SKILLS & CERTIFICATIONS

Certifications

- International Organizations Management - Coursera
- Leading transformations: Manage change - Coursera
- Intercultural Communication and Conflict Resolution - Coursera
- Influencing: Storytelling, Change Management and Governance Specialization – Coursera

Core Competencies

- Employer Branding
- HR & Workforce Analytics
- Employee Engagement
- Internal Communications
- People Development
- DEI Initiatives
- Survey Design
- HR Reporting
- Recruitment & Talent Acquisition

Skills

- **Employer Branding & Communications:** Content strategy, social media growth, campaign activation, A/B testing, and internal communications management.
- **HR Analytics & Data:** Survey design and analysis, KPI tracking, data visualization, workforce analytics, and ROI reporting for HR and branding initiatives.
- **Tools & Platforms:** Personio, Power BI, HubSpot, JIRA, Confluence, MS Office Suite, Adobe Creative Suite (Photoshop, Illustrator), Figma, Slack.
- **Learning & Development:** Workshop facilitation, training content creation, change management, and e-learning design for global teams.

Language

- Advanced level: English (CEFR Level C2) | Urdu (Native)
- Intermediate level: German (CEFR Level A2) – Ongoing intensive course for B1
- Beginner level: French (CEFR Level A1)