

Sofia Marti

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PROFESSIONAL SUMMARY

Results-driven HR Generalist with 8+ years of experience supporting high-volume, multi-property operations in the hospitality, infrastructure, and retail sectors. Proven track record in payroll administration, full-cycle recruitment, and HRIS implementation across distributed workforces. English B1 – Intermediate.

EDUCATION

Universidad de Ciencias Empresariales y Sociales (UCES) — Buenos Aires, Argentina
Bachelor's Degree in Business and Human Resources.

EXPERIENCE

Customer Success Associate | Jan 2023 – Present

Toscana Divino Lifestyle — Miami, FL

- Deliver personalized customer experiences in a fast-paced luxury hospitality environment.
- Coordinate guest needs, communication, and service operations to ensure seamless service delivery.

HR Administrative Analyst | Apr 2021 – May 2022

Autopistas del Sol SRL — Buenos Aires, Argentina (Remote)

- Managed payroll data for 2,000+ employees using SAP and internal HRIS systems.
- Tracked and reported daily absenteeism to ensure labor compliance.
- Delivered monthly HR metrics and dashboards to senior management, supporting workforce planning and labor compliance decisions.
- Coordinated remote HR support for a 24/7 operational workforce.

Senior Human Resources Analyst | Aug 2016 – Dec 2020

AADESA Hotel Management Company — Buenos Aires, Argentina (Hybrid)

- Managed full-cycle HR operations for 15 hotel properties nationwide in a remote capacity.
- Led implementation of Bejerman payroll system, transitioning from outsourced to in-house processing and reducing payroll costs.
- Spearheaded Hiring Room ATS rollout, cutting time-to-hire by 35% across multi-property recruitment.
- Introduced Happyforce engagement surveys, boosting employee satisfaction by 22%.
- Standardized onboarding, offboarding, and performance review processes across all properties.
- Advised hotel managers on employee relations, compliance, and policy enforcement.

Freelance Senior Recruiter | 2019

Plutonian S.A. — Remote

- Conducted full-cycle recruitment for technology, engineering, and managerial positions.
- Reduced vacancy time by 30% through proactive sourcing strategies.

HR Generalist | 2015 – 2016

Sanatorio Rophe S.A. — Buenos Aires, Argentina

- Managed medical leaves, absenteeism tracking, and disciplinary processes.
- Supported recruitment, onboarding, and induction for healthcare staff.

HR Assistant | 2014 – 2015

DIA Argentina S.A. — Buenos Aires, Argentina

- Provided employee support and processed payroll documentation for 100+ retail locations.
- Assisted store supervisors with personnel inquiries and workforce compliance documentation.

HR Administrative Assistant and Training Coordinator | 2011 – 2014

McDonald's — Buenos Aires, Argentina

- Delivered onboarding and training on policies, food safety, and customer-service standards.
- Managed personnel files and compliance documentation for audits.
- Coordinated shift scheduling and workforce planning with restaurant management.
- Facilitated job rotations and skills assessments to support team development.

SKILLS

HR Systems: SAP, Bejerman, Meta4, Hiring Room (ATS), Happyforce

Core HR: Payroll Administration, Full-Cycle Recruitment, Workforce Planning, Employee Relations, Onboarding and Training, Absenteeism Tracking, HR Metrics Reporting, Compliance Management

Tools: Google Workspace, Microsoft Office, Zoom, Slack

Languages: Spanish (Native), English (B1 – Intermediate)