

RAKSHANA R

MBA (Human Resource and Marketing)

Email: rakshana77@gmail.com

LinkedIn: <https://www.linkedin.com/in/rakshana-r-ab2b421b9/>

Phone No: +91 95971 85556

Location: Chennai, Tamil Nadu, India

PROFILE SUMMARY:

Adaptable HR professional with 1 year and 10 months of experience, proficient across HR functions including analytics, internal communications, CSR activities, employee engagement, board meeting reporting, social media management, SOP development, and administrative duties. Skilled in utilizing data-driven insights to optimize HR strategies and policies. Effective in crafting comprehensive SOPs and policies to ensure compliance and operational efficiency. Demonstrated success in managing social media platforms to bolster employer branding and stakeholder engagement. Efficient in diverse administrative tasks, contributing to streamlined organizational operations.

EDUCATION:

- MBA (Human resource and Marketing) | VIT Business School, Vellore | 88.8% | 2020-2022
 - B.Sc. (Mathematics) | DG Vaishnav College, Chennai | 75.55% | 2017-2020
 - HSC | Lakshmi Garden Matric Higher secondary School, Vellore | 75.16% | 2016-2017
 - SSLC | St Mary's Girls Higher Secondary School, Vellore | 94.8% | 2014-2015
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ACADEMIC PROJECTS:

- **A study on employee satisfaction towards the statutory and Non-statutory welfare measures provided with reference to BHEL, Ranipet (05/2022):** To study the opinion about the statutory, non-statutory and social security welfare measures provided to employees at BHEL, Ranipet
 - **E2R- Electric on road** (Domain: Entrepreneurship)
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EXPERIENCE:

Marketing Intern, Meythoma International, Chennai (07/06/2021-07/07/2021)

- Support marketing campaign planning and execution
- Measure and report the results of marketing initiatives
- Performing market analysis and research on competition
- Building social media campaigns and prepare promotional measures
- Coordinating with the events and meetings scheduled

Human Resource Intern, BHEL, Ranipet (23/02/2022 – 30/04/2022)

- Proficient in full-cycle recruiting processes.
- Prepared to generate HR-related reports as required, such as training budgets by department.
- Familiar with organizational goals, objectives, and industrial relations (IR) policies.
- Conducted industrial visits to gain insights into the process flow of IR duties and responsibilities.

Sr. HR- Executive, Allsec Technologies, Chennai (23/09/2022- Present)

- Compiled and delivered HR data for management reviews, board meetings, and group companies, ensuring accuracy and relevance in decision-making processes.
- Developed and implemented Standard Operating Procedures (SOPs) and written policies to streamline processes, ensure compliance with regulations, and enhance operational efficiency, contributing to a more organized and structured work environment.
- Designed and executed employee engagement activities to foster a positive work culture and enhance employee morale and satisfaction.
- Conducted requirement analysis for the implementation of a new HR Management System (HRMS), ensuring alignment with organizational needs and objectives.
- Conducted comprehensive induction sessions for new joiners, providing them with essential information about company policies, procedures, and culture, ensuring a smooth transition into their roles.
- Utilized Power BI, Visio and Azure to extract, analyze, and visualize HR data for reporting and decision-making purposes.
- Managed CSR activities, ensuring employees were informed and engaged with company updates and social initiatives.
- Developed comprehensive documentation for HRMS implementation, including user requirements, process flows, and system specifications.
- Provided training and support to HR staff and end-users on system functionalities and data management procedures.
- Managed all social media platforms, creating and curating content to enhance the organization's online presence and engage with stakeholders effectively.
- Facilitated HR department meetings by preparing and distributing comprehensive Minutes of Meeting (MOM) to document discussions, action items, and decisions.
- Contributed to enhanced communication strategies, fostering greater transparency and engagement across the organization.

ACHIEVEMENTS:

- Received the prestigious Highflyer Award in the business unit category globally from our esteemed group company, Quess Corp Limited, stands as a testament to the culmination of dedication, innovation, and exemplary performance throughout my tenure.

TRAINING AND CERTIFICATION:

- IIBA Certified Business Analysis (08/2023 - Present)
- MS-Office from Apollo Educational academy (06/2015).
- Human Resource Analytics (06/2021).
- Talent Management foundation (05/2021).
- Human Resources in the On-Demand Economy (05/2021).
- Completed higher level of Hindi in Dakshina Bharat Hindi Prachar Sabha, Madras (07/2020).

KEY SKILLS:

- Quick Learner
- Critical Thinking Skills
- Negotiation
- Requirements Elicitation

LANGUAGES:

- Tamil (Mother tongue)
- English (Proficiency)