RAKSHANA R



**MBA (Marketing and Human Resource)**

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**Location:** Vellore, Tamil Nadu, India

# PROFILE SUMMARY:

# Strategic and result-driven HR analyst with 1.8 years of broad-based experience in HR operations, data analysis, employee reports documentation, new HRMS implementation, and providing client requirements. Acknowledged as a visionary and creative thinker with robust analytical skills, adept at conceptualizing solutions that align advanced analytics with business strategy to achieve business objectives within acceptable risk parameters. Possesses excellent communication skills, a strong work ethic, and a keen sense of strategic vision.

# 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

# 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)

**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.

# 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.

# Conducted requirement analysis for the implementation of a new HR Management System (HRMS), ensuring alignment with organizational needs and objectives.

# Utilized Power BI, Visio, Azure, and SQL to extract, analyze, and visualize HR data for reporting and decision-making purposes.

# Developed comprehensive documentation for HRMS implementation, including user requirements, process flows, and system specifications.

# Collaborated with IT teams and vendors to configure and customize the HRMS platform according to business requirements and industry best practices.

# Provided training and support to HR staff and end-users on system functionalities and data management procedures.

# Acted as a key liaison between HR, IT, and other stakeholders to facilitate smooth implementation and adoption of the new HRMS.

# 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.

# 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.

# Designed and executed employee engagement activities to foster a positive work culture and enhance employee morale and satisfaction.

**CHIEVEMENTS**:

# 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)