



SRI ANNAPURANESWARI S

Associate - Founder's Office

To seek an effulgent job that utilizes my pertinacious attribute and stimulates the enhancement of your firm and my skills.

Experience

Associate - Founder's Office

June 2023 - Present

Kartoffel Technologies, Perungudi, Chennai

As an Associate in the Founder's Office, I've strategically managed HR, Finance, Marketing, and Administration responsibilities, contributing to organizational efficiency and success through practical and detail-oriented approaches.

Human Resources:

1. Talent Acquisition
2. Talent Management and Nurturing
3. Event Management
4. Employee Lifecycle Management
5. Payroll and Compliance

Finance:

1. Invoice Management
2. Financial Projections
3. Project Valuation

Marketing:

1. Lead Generation
2. E-Mail Campaign
3. Cold Calling
4. SEO Audit
5. Content Writing

Administration:

1. Meeting Documentation
2. Project Management
3. Vendor and Client Relations

Trainee Executive

May 2021 - July 2021

Mahendra Next Wealth IT India Pvt Ltd, Salem

The job role is to verify the data in foreign-based documents(Bank Statements, Credit Card Statements, Credit Card, and Utility Bills) and enter them into the AWS site while reducing entry errors.

Internships

VRL Logistics Ltd, Salem (Nov-2019 & Oct 2022)

- Forecast and analyze the requirements of the customer.
- Covered the flow and storage of materials from point of origin to consumption.

Periodpal, Mohar Organics, Chennai (July - Aug 2022)

- Created content for the promotion of social media marketing.
- Analyzed competitor strategies.
- Learned about copywriting and content writing methods.

Projects Undergone

MBA Project - (2022)

Title: *A study on Influence of social media as a marketing and customer engagement tool.*

Description: The project was conducted to determine the prevalence of people influenced by social media. It also focuses on understanding customers' preferences while purchasing.

Contact

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Salem - 636001
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Blog <https://puraniraghavan.blogspot.com/?m=1>

Education

MBA (HR & Marketing) 2023
Periyar University, Salem **CGPA - 7.87**
B.Sc Mathematics 2021
Shri Sakthikailassh Women's College, Salem **CGPA - 8.7**

Language

English - Speak, Read, Write.
Hindi - Speak, Read, Write.
Telugu - Speak
Urdu - Speak
Tamil - Speak, Read, Write.

Article Publications

Article - 1
Title: *The Evolution of Menstrual Products: How the Business has Changed in Recent Years*
Published Journal: ISBN
Journal Link:
https://drive.google.com/file/d/1LzuUm4p779FmCnqLbPfh8LVdrm6vTo_/view?usp=drivesdk

Article - 2
Title: *Essentials of Supply Chain Management - Logistics Companies in India*
Published Journal: ISSN
Journal Link:
<https://docs.google.com/document/d/1lok50cy85EIOWi9Nza2fDpc0GXj2la4/edit?usp=drivesdk&oid=109856168776703214393&rtopof=true&sd=true>

Courses and Certifications

- Human Capital Management from Great Learning Academy (2022).
- Human Resource Skills from Tareeqa Global Solution Pvt. Ltd. (2022).
- Successfully Completed TCS ion career edge - Young Professional course (2022).
- Completed a Vani Vikash course in Speaking Hindi Grade (1-6) in Shabari Siksha Sansthan (2014)
- Overcoming Barriers To Effective Communication from Tamilnadu Teachers Education University, Chennai. (2021)

Computer Knowledge

- Completed Basics In DCA

[Tools: MS Word, MS Excel, MS Powerpoint, MS Sharepoint, MS Planner
MS Outlook, MS Teams]

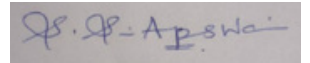
Declaration

I hereby declare that all the above information is correct and accurate to the best of my knowledge.

Place:

Yours Faithfully,

Date:



(Sri Annapuraneswari S)